

**Minutes of HUST Board Meeting held at Edgar Street  
at 7.00pm on Thursday 3 August 2017.**

**Present:** Elected Board Members: Richard Tomkins, Russell Cheasley, Craig Goodall, Andy Carr.

Co-opted Members (non-voting): Andrew Graham, Tony Taylor, Joanie Roberts, Richard Clarke.

Non-voting attendees: Independent Secretary: David Evans, Minutes Secretary: Peter Davies, Deputy Press Officer: Keith Hall, Prospective Independent Financial Assessor: Richard Morgan.

*The chairman welcomed and introduced Richard Morgan.*

*Note: Links to reports referred to in these minutes are included as an appendix.*

<b>1.00</b>	<b>Apologies for Absence</b>	<b><u>Action</u></b>
1.01	Apologies were received from Mike Langford and Frank Williams.	
<b>2.00</b>	<b>Consent Items</b>	
2.01	Minutes of the Previous Meeting:  The minutes of the July Board meeting were agree to be a true record.	
2.02	Membership Report:  There were no items arising from the previously circulated membership report.  The treasurer handed over a number of membership applications to Peter Davies for processing.  A query from Richard Morgan on the expiry date on his membership card was answered.	
<b>3..00</b>	<b>Treasurer's Report</b>	
3.01	The previously circulated HUST Management Accounts and Accounts Summary were discussed.	
3.02	The treasurer pointed out that he anticipated that funds raised at the end of February 2018 would be £16k short of the target set and that there was likely to be a shortfall of £6k at the end of the 2018 financial year (31 May).	

3.03	In answer to a query by Craig Goodall the treasurer replied that, to date, donations were less than received last year. He stated that the membership subscription had been kept low in the hope that those members who could afford it would make a donation and that all efforts should be made to encourage and make it easier for members to donate. Keith Hall suggested that the treasurer issue press releases at regular intervals to draw members' attention to the opportunities to donate. Richard Tompkins stated that the issue should be included on the agenda and fully discussed at the next fundraising sub-committee meeting.	<b>Action</b>
3.04	The treasurer reported that he had received an enquiry about leaving HUST a legacy and that he had responded to queries from the potential donor's solicitor. He suggested including a page on the HUST website to explain how supporters could leave a legacy.	<b>TT AC</b>
3.05	There followed a discussion on how to positively inform members of any potential shortfall in achieving a 50% share ownership by the target date. Russell Cheasley commented that members should be encouraged to make donations, however small.	
3.06	Tony Taylor asked the board to ratify the method by which various prize funds were calculated i.e. to deduct expenses from that portion of the monies collected allocated as a prize/prizes and not from the whole sum collected before it is divided. This was agreed.	<b>TT</b>
3.07	The treasurer pointed out that when the online version of the 50/50 draw goes live any prizes won by online entrants will be paid from the PayPal account although the prize fund will be in the NatWest current account. Without a mandate he is unable to transfer money from the current account to PayPal. After a short discussion during which the treasurer highlighted a slight security issue as he would be paying out from PayPal on a single authority, it was agreed that the treasurer be given a mandate to transfer funds from the NatWest account to Paypal when necessary.	<b>TT</b>
3.08	The treasurer reported that NatWest were reluctant to issue HUST credit cards.	
3.09	The query about last year's 50/50 expenses made at the previous meeting has been resolved and the accounts corrected.	
3.10	The treasurer reported that a coin counter had been purchased.	
<b>4.00</b>	<b>Matters Arising</b>	
4.01	Joanie Roberts reported that she had not yet contacted existing and potential corporate sponsors as she needed a HUST email address before so doing. Andy Carr is to action (minute 6.05).	<b>JR AC</b>

4.02	David Evans and Richard Clarke reported that membership data had been consolidated and that the investigation into adopting a CRM system was in progress (minute 11.04).	<b>Action</b> <b>DE</b> <b>RC</b>
4.03	Joanie Roberts reported that she was working out a method for distributing the spreadsheet which will form the basis of a regular members newsletter (minute 11.05)	<b>JR</b>
4.04	Richard Clarke reported that he was working on the strategy presentation and hoped to complete it before the next meeting (minute 3.10).	<b>RC</b>
<b>5.00</b>	<b>Discussion and Decision Items</b>	
5.01.0	Update on the 50/50 Draw:	
5.01.1	Richard Tomkins confirmed that the HFC Board had agreed that HUST run the 50/50 draw for another season after which the situation will be reviewed. He stated that the HFC board had been more positive in their attitude towards HUST's fund raising activities.	
5.01.2	The chairman queried whether Joanie Roberts had secured a sponsor for the draw. She reported that before she had been able to action this item Mike Langford had secured sponsorship from "Talking Bull".	
5.01.3	The treasurer reported that he has the tickets ready for the first draw of the season. He has agreed a method of allocating online entries with Mike Langford.	
5.01.4	With regard to online entries, Keith Hall is to ensure that the opportunity for exiles to participate is publicised on the website, Radio HFC and Bulls News.	<b>KH</b>
5.01.5	Andy Carr is testing the online application and confirmed that it would be ready in time for the first home match. He will monitor entries to ensure that everything works as it should.	<b>AC</b>
5.01.6	It was agreed that online entries will be accepted for the first home game and the results of the draw announced on Radio Hereford FC at half time.	<b>ML</b> <b>TT</b> <b>KH</b>
5.02.0	Implementation of FED (HAD) Policy:	
5.02.1	Craig Goodall went through the implementation time table, beginning on 3 August and ending on 31 May 2018, which had previously been issued to board members.	
5.02.2	The two options for the terms of office, concurrent or staggered	

		<u>Action</u>
	terms, were discussed. Keith Hall thought that staggered terms were preferable as this would ensure continuity. Tony Taylor agreed. Russell Cheasley stated if staggered terms were adopted then clarity was needed in explaining the procedure otherwise it might be interpreted that those directors initially serving less than the full three year term were not on a par with the director appointed for the full three years.	
5.03.0	AGM and Elections:	
5.03.1	Joanie Roberts confirmed that she had booked Radfords for the AGM which is to be held on 12 October.	
5.03.2	The initial election timetable has been circulated to board members and officers together with a draft agenda which includes non standard items that require particular board attention. These were outlined by David Evans. It was noted that the accounts would have to be signed off by an independent examiner.	
5.03.3	There followed a discussion on the appointment of an independent examiner with the treasurer recommending that Richard Morgan be appointed as he has the requisite skills and experience. He stated that it would be advantageous to have another financial person on the team. He anticipated that the analysis of the financial spreadsheets would take about 8 hours after which it would be necessary to convert the management accounts into statutory accounts. Tony Taylor is to ensure that the accounts are in the correct format.	TT
5.03.4	Richard Tomkins proposed a motion that Richard Morgan be appointed as the independent financial examiner. The motion was seconded by Craig Goodall and passed unanimously.	
5.03.5	<b>RESOLVED: That HUST appoint Richard Morgan as the independent financial examiner.</b>	
5.03.6	An initial press statement about the election and AGM is to be released forthwith.	DE/KH FW
5.03.7	The application of surplus has to be put to members at the AGM. Tony Taylor and Craig Goodall are to prepare a statement for members' consideration.	TT CG
5.03.8	It was noted that the officer appointment policy is a deviation from SD rules and so should be put to members. The chairman is to prepare a short statement for the AGM giving the reasons why the policy has been formulated and its benefits.	RT
5.03.9	Richard Tomkins hoped that all co-opted members together with Mike Langford, who is seeking re-election, would obtain	ML TT

	nominations and put themselves forward for election. David Evans informed the meeting that the EMG had decided that there would be hustings if the number of candidates exceeds the number of board places available.	<b>Action</b> <b>AG</b> <b>RC</b> <b>JR</b>
5.04.0	HUST 2017 Survey Questions:	
5.04.1	Richard Tomkins has collated and circulated the proposed questionnaire. He explained that he had not included any free text in order to avoid frivolous comments being made.	
5.04.2	With regard to the question on car parking, it was queried whether there was any land available close to the stadium. Andy Carr thought that it would be a good idea to approach the school, who offer all day parking for £3, to ascertain whether, if HUST provided helpers on match days, they would make a contribution to HUST funds. Andrew Graham is to find out whether the vacant lot next to the stadium might be available.	<b>AG</b>
5.04.3	Craig Goodall had forwarded some additional questions on fundraising. He asked that these be included in the survey.	<b>RT</b>
5.04.4	Richard Tomkins is to make revisions and circulate for comment before the survey is released.	<b>RT</b>
5.05.0	HFC Report:	
5.05.1	The short report submitted previously by Mike Langford had been considered by the recipients. Peter Davies reported that Mike Langford asked him to report that the vote for HUST to continue to run the 50/50 draw had been passed by a majority vote by the HFC board and the one director who voted against the proposal has since reconsidered his opinion.	
5.05.2	The chairman commented that he considered that the HUST board and the HFC board now had a more positive, businesslike relationship.	
5.05.3	Andrew Graham stated that he understood that the HFC board was looking at its infrastructure and accountability with a view to undertaking a GAP analysis and quality assurance exercise.	
5.05.4	Peter Davies reported that he had been informed by Nigel Edmondson that HFC were considering having an event in the Spring exclusively for female supporters with a well known female sports person giving a talk. There followed a discussion on this proposed event and why although approximately one third of the club's supporters were women there were only 45 female adult HUST members.	

<b>6.00</b>	<b>Any Other Business</b>	<b><u>Action</u></b>
6.01	<p>Joanie Roberts raised the issue of how HUST relates to its members through social media and the need to coordinate and drip feed news for maximum impact. After a discussion it was agreed that Joanie Roberts be responsible for coordinating, prioritising and issuing information, provided by other board members, through social media channels with links to the HUST website. She was of the opinion that the number of hits could encourage sponsors to support HUST.</p>	
6.02	<p>Joanie Roberts requested that all emails have the correct subject heading and asked members to desist from using previously circulated emails as a shortcut to re-entering the recipients to raise matters not related to that email.</p>	<b>ALL</b>
6.03	<p>David Evans asked the treasurer how the EMG should submit bills for payment. The treasurer asked that invoices be sent to him for payment subject to the amount he is authorised to pay is not exceeded.</p>	
6.04	<p>David Evans reported that the registered business address for HUST had now been changed to the UITC Office in Blackfriars Street.</p>	<b>ALL</b>
6.05	<p>Craig Goodall informed the meeting that advertising boards were still available on the perimeter of the pitch at a cost of £525. Richard Morgan and Andrew Graham commented that they did not consider the purchase of a space a good use of HUST funds. Joanie Richards thought that Facebook was a more effective means of promoting HUST. Russell Cheasley wondered if the club would agree to a HUST board occupying a vacant space free of charge until a paying advertiser was secured or whether, if HUST purchased a space, HFC would issue HUST shares to the same value. It was agreed that the chairman should discuss options with the HFC chairman.</p>	<b>RT</b>
6.06	<p>Andrew Graham put forward a fundraising idea of establishing a memorial hall of fame. It was agreed that this should be discussed further at the next fundraising meeting.</p>	<b>RC AG</b>
6.07	<p>Keith hall enquired whether there was a list of currently paid up members that could be used for the season ticket draw. Peter Davies said that he would forward a list.</p>	<b>PD</b>
6.08	<p>Keith Hall whether the administration of the 50/50 draw for the first match of the season had been organised. Tony Taylor reported that Mike Langford expects to continue to organise the draw with help from other board members and that sellers had been recruited to replace those who were unable to help this season.</p>	

6.09	Keith Hall showed those present a sample of a HUST polo shirt that could be ordered for £12.50.	<b>Action</b>
6.10	Keith Hall reminded board members that a Sports talk had been organised at the Rankin Club on Monday 7 August and expressed the hope that board members would attend.	<b>ALL</b>
6.11	Russell Cheasley proposed sponsoring a UITC player at a cost of £70 out of the proceeds from HUST beer sales. This was agreed.	<b>RC</b>
6.12	Russell Cheasley reported that Caroline Preedy of UITC was organising a quiz night. He is to liaise and report back.	<b>RC</b>
6.13	Russell Cheasley circulated a leaflet on the development of the ground prepared by Invest Hereford together with a draft letter proposing HUST as the leader of a supporter involvement group. It was agreed that the matter should be discussed further and that a meeting be arranged between Richard Tomkins and Ken Kinnersley. Andrew Graham, Russell Cheasley, David Evans, Ton Taylor expressed an interest in attending.	<b>RT</b> <b>RC</b>
<b>7.00</b>	<b>Date of Next Meeting</b>	
7.01	The next Board meeting will be held at Edgar Street at 7.00pm on Thursday 14 <sup>th</sup> September 2017.	<b>ALL</b>
7.02	The next fundraising meeting is to be held at 7.00pm on Thursday 7 <sup>th</sup> September 2017. Russell Cheasley is to chair and advise members of the venue.	<b>RC</b> <b>ALL</b>
	<i>The meeting closed at 9.30pm.</i>	

**Appendix: Links to Reports Referred to in the Minutes**

**Membership Report:**

<https://drive.google.com/open?id=0B-pO5VvgkKENTW9IVUIkLUR6eEE>

**Implementation of FED Policy:**

<https://drive.google.com/open?id=0B-pO5VvgkKENRFV5RzNnNFQ5TUU>

**AGM and Election:**

<https://drive.google.com/open?id=0B-pO5VvgkKENNTRUUFZTOEFFUTA>

<https://drive.google.com/open?id=0B-pO5VvgkKENVDdtWDUyZXEtMIU>

**HUST 2017 Survey Questions:**

<https://drive.google.com/open?id=0B-pO5VvgkKENM3gzdHRYy02enM>

**HFC Report:**

<https://drive.google.com/open?id=0B-pO5VvgkKENa3ZRRnQyMVhUeWRuRnk5VGNCTUt4WGw5aEhJ>

**Treasurer's Reports:**

<https://drive.google.com/open?id=0B-pO5VvgkKENSIdsSE85WHQ0VjZpOHEwY200UWppUVh6bG93>

<https://drive.google.com/open?id=0B-pO5VvgkKENbzk4RnV2S215OEx1MEx0aGNVMU5ZajhKWDRv>

<https://drive.google.com/open?id=0B-pO5VvgkKENMXhLSHNTZ0tHZGdDaFJmdzdudm9vZGFoM2E0>