

**Minutes of HUST Board Meeting held at Edgar Street
at 7.00pm on Thursday 6 July 2017.**

Present: Elected Board Members: Richard Tomkins, Russell Cheasley, Mike Langford, Craig Goodall, .
Co-opted Members (non-voting): Tony Taylor, Joanie Roberts, Richard Clarke.
Non-voting attendees: Independent Secretary: David Evans, Minutes Secretary: Peter Davies, Press Officer: Frank Williams, Deputy Press Officer: Keith Hall.

The chairman congratulated Joanie Roberts and Richard Clarke on their appointments as external directors.

1.00	Apologies for Absence	<u>Action</u>
1.01	Apologies were received from Andy Carr.	
2.00	Previous Minutes and Matters Arising	
2.01	The minutes of the board meeting held on 6 th June 2017 were reviewed and agreed to be a true record.	
2.02	Matters arising were dealt with in the course of the meeting.	
3.00	Report on the HUST meeting with the HFC Chairman	
3.01	Tony Taylor commented that the meeting with Ken Kinnersley was amiable.	
3.02	The lease of the ground was discussed and the HUST delegates Richard Tomkins, Tony Taylor and Andrew Graham were updated on the current situation.	
3.03	It was noted that the provision of coach parking facilities for visiting teams was an issue to be resolved.	
3.04	Frank Williams stated that he thought that it was important for the Trust to support HFC in the lease negotiations and that pressure should not be exerted for a quick solution.	
3.05	Mike Langford agreed that everything needs to be right so that firm foundations can be laid for an extended lease in the future.	
3.06	There followed a discussion (not related to the meeting with the HFC Chair) on the future development of the Blackfriars End. Mike Langford pointed out that the relocation of services including a large water tank would make any development more costly and less attractive to developers.	
3.07	Mike Langford confirmed that improvements to areas not included in	

	the current lease had been done at minimal cost.	Action
3.08	David Evans observed that the ACV that is due for renewal next year applies to the whole of the ground.	
3.09	It was agreed that HUST should support HFC's strategy in the lease negotiations with the Council and assist if required. It was generally felt that the negotiations, although protracted, were going in a positive direction.	
3.10	Richard Clarke commented that it was important to clarify how HUST represents fans in its dealings with the club. He offered to update the PowerPoint presentation on HUST's strategy and objectives from a fans perspective.	RC
4.00	Feedback from HFC	
4.01	The Open Day was discussed at the HFC board meeting. Mike Langford confirmed that it would be held on Saturday 29 July. There would be a player and sponsor photo session at 10.00am which will be followed by a training session on the pitch for which the main stand will be open. There are plans for fans to be given the opportunity of purchasing a photo, that would be printed on the day, of themselves with the trophies won last season and players. A UITC match will be held at 1.00pm. UITC will also be holding a raffle and there will be several stalls. Mike stated that Radio Hereford FC would be welcome to broadcast a live show between 12.00 and 1.00pm. Keith Hall stated that he intended to hold a pop up auction.	
4.02	The 50/50 draw was discussed in depth at the HFC board meeting and that a decision on whether HUST would be permitted to run the draw for the forthcoming season will be made on 12 July. It was generally agreed that delays on the future of the draw had made the search for a sponsor to cover ticket printing costs more difficult. Joanie Roberts stated that should HUST continue to organise the draw then she had a potential sponsor lined up.	JR
4.03	Mike Langford reported that the year-end audit was in progress. He also reported that confidential staffing issues were discussed.	
4.04	Mike Langford stated that the HFC board were pleased with the volunteer help given in processing season tickets but were disappointed that the number of volunteers to undertake other tasks had diminished.	
4.05	Following Mike Langford's report the HUST board discussed the bar, hospitality and catering arrangements at the club. In answer to a query Mike Langford stated that it was possible that the contract could be tendered in the future.	

		<u>Action</u>
	Craig Goodall queried whether any new income streams had been investigated by the club. Mike Langford replied that it was the intention to maximise income from existing streams.	
5.00	Treasurer's Report	
5.01	The treasurer circulated copies of the draft final accounts for 2016-17, income and expenditure report, and management accounts for June which he then proceeded to explain in detail. It was noted that the closing balance for June was £6,210.19.	
5.02	Mike Langford queried the 50/50 draw expenses. Tony Taylor stated that the figure had been taken from the previous accounts. He stated that he would take another look at the expenses and reconcile the accounts.	TT
5.03	The treasurer reported that the Co-op bank account was still active as he was waiting for signatures from former HUST directors.	
6.00	Membership Report	
6.01	The previously circulated membership report for June was briefly discussed. It was noted that there had been an increase in membership of 13 since the previous meeting with 9 of the new members joining using the forms handed out to fans purchasing season tickets. Keith Hall stated that, following the help given by HUST this year in the issuing of season tickets, he was hopeful that a letter and form could be sent to all season ticket applicants next season.	
6.02	Approval was given to the release of a request for members whose membership expires at the AGM to renew early.	PD FW
6.03	Richard Tomkins commented that the number of HUST members compared favourably with larger clubs citing Cardiff City trust with a membership of 200 and West Ham United with a membership of 700.	
6.04	Peter Davies reported that a number of memberships were due for renewal in July and August and requested help in sending email reminders. Joanie Roberts offered to assist. The current list is to be emailed to her together with the renewal message. It was agreed that it would be better to send reminders before the expiry date rather than after.	PD JR
6.05	Corporate membership renewals are now overdue. As Peter Davies is not resident in Hereford he asked if a Hereford based board member could take on the corporate membership portfolio. Joanie Roberts agreed to take on this role. Details of existing and	PD JR

	former corporate members are to be forwarded to her.	Action
7.00	Report from the HUST Fundraising Meeting	
7.01	Richard Tomkins reviewed the account, emailed to board members and officers, of the fundraising meeting held earlier in the week.	
7.02	It was agreed that a letter should be emailed to Ken Kinnersley, in advance of the HFC board meeting, outlining HUST's proposals for continuing to run the 50/50 draw and that the chairman and treasurer offer to be available to answer any queries that might arise.	RT TT
7.03	Extending the 50/50 draw so that exiles can participate was discussed and it was agreed that this should be done for home matches only with the option of entering on line for a specific number of matches.	
7.04	Keith Hall stated that a link through the club website would boost participation for online entries.	
7.05	HUST presence at the HFC Open Day was discussed and it was decided that there would be a membership table and bottle stall with the Radio Hereford FC desk broadcasting nearby. The possibility of having a laptop available so than fans could enter a draw was discussed and it was agreed to delay the 500 club draw until Saturday so that the draw could be made on air at the Open Day.	ALL
7.06	The decision to open the draw for a season ticket to all HUST members whose subscriptions are up to date on 31 July was affirmed. A press statement is to be released.	FW
7.07	Craig Goodall asked whether the Trust was on target to purchase the target number of shares. Tony Taylor replied that on current projections there would be a shortfall of about £20,000 unless other fundraising activities and events could be organised.	ALL
7.08	The point was made that the target could more easily be achieved if the club became involved promoting HUST fundraising events.	
7.09	It was agreed that in order for HUST, UITC and HFC to make the most of whatever opportunities arise there was a need for a coordinated approach through the publication of an events diary.	
8.00	FED Policy Update	
8.01	Craig Goodall reported that he had met Phil Eynon earlier in the day to discuss the proposals for which member approval will be sought at the AGM. He stated that it was the intention to start the process on 31 May 2018 with there being the potential to change one HUST	

		<u>Action</u>
	director per year for the first three years.	
8.02	The selection process was outlined after which there was a discussion that covered the requirement of the FED to attend HUST board meetings when requested if not also a HUST board, period of office, prime legal responsibility as a HFC director, whether to bar the HUST chairman from being an FED, and whether to agree to Phil Eynon's suggestion that the HUST directors be referred to as HUST appointed Directors rather than Fan Elected Directors. It was agreed that this was a more accurate description of the process and therefore should be adopted.	CG
8.03	Craig Goodall is to circulate the amended policy together with an implementation plan.	CG
8.04	David Evans pointed out that there should be a minimum period of 2 weeks for fan consultation before the AGM	CG DE
9.00	2017 AGM and election Preparation	
9.01	The AGM is to be held on 12 October at Radfords subject to an agreement of the hire charge. Joanie Roberts is to ascertain the cost.	JR
9.02	It was noted that Andy Carr wished to stand down and that co-opted/external directors are to stand for election. As the longest serving director Mike Langford, who confirmed that he would seek re-election, will also stand down.	
9.03	The Election Management Group will be Neil le Milliere, David Evans, Andy Walkden, Andy Preece, and possibly Richard Morgan if he decides not to stand for election to the Board.	
9.04	The independent financial examiner has not yet been appointed. Richard Morgan and Gareth Rees have been approached.	TT
9.05	The secretary is to issue the time-line for the lead in to the AGM.	DE
9.06	Two press statements are to be released. A preliminary release in early August stating the date and venue for the AGM to be followed up a fortnight later with details of candidates etc.	DE FW
9.07	Richard Tomkins tabled a proposal to approve the election management group which was seconded and passed unanimously.	DE
10.00	Fans Survey	
10.01	It was agreed that Richard Tomkins should collate questions put forward by the Board and officers and circulate a draft questionnaire. David Evans queried whether fans should be asked	RT

	whether they wanted the club name to revert to Hereford United at some time in the future.	
11.00	Any Other Business	
11.01	Russell Cheasley reported that he had approached Paul Stephens about using the City Council's display stand. He understands that the matter will be raised at the September Council meeting.	
11.02	Craig Goodall queried whether HUST would sponsor an advertising board. After discussion it was decided that it would be better if "new" money was brought into the club by hiring a board to an outside company as only 3 boards were now available but that options should be kept open if there were spare spaces. Tony Taylor commented that HUST should have a budget for marketing.	RT
11.03	Peter Davies asked whether the club were going to print a fixture card this season and if not whether HUST would do so. Mike Langford stated that the club would not be printing fixture cards. After a brief discussion it was decided that HUST should not print cards.	
11.04	David Evans stated that he considered that it was a good time to consider a CRM system to deal with membership records. He is to lead a sub-group with Richard Clarke and Joanie Roberts to investigate available systems and whether they would suit HUST's needs. Peter Davie is to email membership records.	DE RD JR PD
11.05	Joanie Roberts questioned whether HUST could issue regular newsletters to members. She is to email the template that could be used with each board member/officer contributing in bite-sized chunks which when collated would form the newsletter.	JR
	Date of Next Meeting	
	The next Board meeting will be held at Edgar Street on Thursday 3 rd August 2017.	ALL
	<i>The meeting closed at 10.45pm</i>	