



## Minutes of HUST Board Meeting held at Edgar Street, Hereford, at 7.00pm on Wednesday 1 November 2017.

**Present:** Elected Board Members: Richard Tomkins, Craig Goodall, Russell Cheasley, Tony Taylor, Mike Langford, Joanie Roberts and Richard Morgan.

Non-voting Officers: David Evans, Peter Davies.

*Links to reports referred to in these minutes are included in appendix 1.*

<b>1.00</b>	<b>Apologies for Absence</b>	<b><u>Action</u></b>
1.01	Frank Williams and Keith Hall tendered their apologies.	
<b>2.00</b>	<b>Appointment of Roles and Officers</b>	
2.01	Richard Tomkins confirmed that he would be willing to continue as HUST chairman and he was duly appointed.	
2.02	It was agreed to continue to have two vice-chairman. Russell Cheasley was appointed as vice-chairman (community) and Craig Goodall was appointed as vice-chairman (governance).	
2.03	Tony Taylor was appointed as treasurer. He suggested that it would be a good idea to have a deputy and Richard Morgan was duly appointed as deputy treasurer.	
2.04	Mike Langford is to continue in his role as HFC liaison board member.	
2.05	Joanie Roberts agreed to take on a marketing and promotion role including corporate membership.	
2.06	Peter Davies agreed to continue as membership secretary but stated that, due to the workload this entailed, he wished to step down as minutes secretary. Richard Morgan offered to assist as and when necessary.	
2.07	David Evans offered to take on the minute taking role and confirmed that he would continue to act as independent secretary.	
2.08	Frank Williams will continue as press officer with Keith Hall as deputy liaising with Joanie Roberts. Keith hall will also take on a fundraising role.	
2.09	Consideration is being given to putting out a request for a web administrator. At present website posts are covered by David Evans, Keith Hall and Tony Taylor, Facebook covered by Joanie Roberts and Russell Cheasley, Twitter covered by Keith Hall, Mailchimp by Tony Taylor and Joanie Roberts. Andy Carr is still available to answer technical queries.	

3.0.00	<b>Consent Items</b>	<u>Action</u>
3.1.00	<b>Minutes of the Previous Meeting:</b>	
3.1.01	The minutes of the September board meeting, with the addition of a paragraph to record the written resolutions passed subsequent to the meeting re the accounting policies and share purchase resolution for the AGM, were reviewed and agreed to be a true record.	
3.2.00	<b>Treasurer's Report</b>	
3.2.01	The treasurer circulated updated copies of the HUST Summary Accounts to 31 October 2017 and 50/50 Match Day Draw Analysis.	
3.2.02	He pointed out that it had been a good month with over £2,000 being taken in membership fees and nearly £8,500 in 50/50 draw sales. The free cash balance at the end of October was £10,358.13	
3.2.03	The analysis of the 50/50 draw was discussed it being noted that, with online sales, the percentage of ticket sales exceeded 100%. Even so the average of 73% falls short of the target figure of 80%. It was agreed that an effort should be made to boost online sales further but as Tony Taylor has limited time to do this Joanie Roberts is to assist.	JR TT
3.2.04	The treasurer answered a query from Craig Goodall on costs of running the draw pointing out that the printing of tickets cost £1,500. Russell Cheasley commented that the opportunity of seeking a sponsor next season should not be missed.	
3.2.05	David Evans asked whether it would be prudent to make an allowance in the accounts for future legal and accounting advice. After a discussion it was agreed that a figure of £500 would be set aside for legal or financial advice and that the secretary should be authorised to spend this sum without requiring approval from the board.	TT
3.2.06	It was agreed to add the assistant treasurer, Richard Morgan, as a signatory to the NatWest account.	TT
3.3.00	<b>Membership Report</b>	
3.3.01	Peter Davies presented the membership report, copies of which had been previously circulated.	
3.3.02	With a steady influx of new members the target of 500 members by the end of the calendar year should be exceeded.	
3.3.03	Peter Davies stated that there had been a good response to email renewal reminders. He is to liaise with Joanie Roberts to see if mailchimp would be a better method for sending reminders.	PD JR
3.3.05	The costs incurred in processing online applications was discussed and it was agreed that, rather than increasing the membership fee, members applying online be apprised of the situation and requested to make a donation towards costs.	
3.3.06	The membership secretary queried whether the club would offer a pre-Christmas	

	discount to members for good purchased in the club shop. Mike Langford informed the meeting that excess stock was to be cleared at a discounted price with adult shirts being sold at £25 and junior shirts at £20 before the Telford match.	<b><u>Action</u></b>
<b>4.0.00</b>	<b>Discussion and Decision Items</b>	
<b>4.0.01</b>	<b>Review of AGM</b>	
4.0.02	It was agreed that the AGM went well with professional presentations. However, it was felt that it had lasted too long and that the second part of the meeting could have been better co-ordinated and managed. Had the fans' survey been conducted earlier in the year then it could have been reviewed and analysed before the meeting. It was agreed to hold the survey earlier next year.	ALL
4.0.03	The need to ensure that the correct HDMI cables and VGA adaptors for connecting to the projector are available and tested before the meeting was recognised.	
4.0.04	Although the rationale behind Graham Johnson's proposals was well explained in background notes that were sent to members, further explanation was necessary on the night.	
<b>4.1.00</b>	<b>Matters Arising from the AGM</b>	
4.1.01	A discussion was held on the proposals that were carried at the AGM regarding seeking members' views on changing certain HFC Articles of Association. Tony Taylor commented that he saw no need for a ballot as it appears that the HFC Board are now in favour of HUST having parity on the HFC Board when they hold 50% of the shares. Richard Morgan thought it important to canvass members' opinion and for the HUST Board to implement it whatever the result. Craig Goodall agreed.	
4.1.02	With regard to the club's location Richard Tomkins commented that city centre businesses had been boosted as a result of the club remaining at Edgar Street.	
4.1.03	It was resolved at the AGM that a ballot take place within 6 months. David Evans and Craig Goodall are to carefully consider the wording of the questions to be put to members and report back.	DE CG
<b>4.2.00</b>	<b>HND Update</b>	
4.2.01	Craig Goodall reported that he had met Ken Kinnersley who has identified three specific roles to be undertaken by the HUST nominated directors on the HFC Board.	
4.2.02	There followed a discussion as to whether only HND candidates with skill sets matching the roles should be put forward or whether candidates with more wide ranging skills who would oversee and direct others could be considered. Mike Langford commented that now that a general manager has been appointed the roles of board members could change.	
4.2.03	Pending clarification of the roles to be undertaken it was agreed that Craig Goodall should issue a general statement to members.	CG

<b>4.3.00</b>	<b>Invite from UITC for HUST seat on the UITC Board</b>	<b><u>Action</u></b>
4.3.01	Craig Goodall reported that he had met with the UITC chair, Ruth Walkden, who has invited HUST to nominate a board member to sit as an ex-officio member of the UITC board for a preliminary period of six months after which the situation would be reviewed with the intention of making the member a full board member after appropriate safeguarding training and checks were undertaken.	RC/JR
4.3.02	Russell Cheasley agreed to be nominated and Richard Morgan agreed to stand in when Russell Cheasley is not available.	
4.3.03	Joanie Roberts is to contact Ruth Walkden to arrange a photo shoot on 4 November with Russell Cheasley and possibly Jesse Norman.	JR
<b>4.4.00</b>	<b>Member Benefits</b>	
4.4.01	Joanie Roberts reported that she had spoken to businesses in the Old Market Development and several have agreed to offer HUST members discounts and benefits on match days on production of their membership card.	
4.4.02	Other benefits that may be considered are, after consultation with HFC, priority for all ticket matches, previews of new stock items in the club shop with the chance to buy merchandise before it goes on general sale, in addition to existing benefits of discounts on HUST merchandise and beers/cider.	
4.4.03	She commented that it was important for members to value their card as without it they would not be able to take advantage of the various offers and benefits and that some supporters would be attracted to join the Trust to take advantage of the benefits rather than for political reasons.	
4.4.04	Richard Morgan thought that a draw for a season ticket, as funded by "Ludlowbull" this season, should be retained as the cost, if a benefactor could not be found, was still likely to be covered by increased membership. Joanie Roberts commented that she thought that any benefits should not be a financial burden on HUST.	
4.4.05	In answer to a query from Peter Davies Joanie Roberts confirmed that she was working on updating corporate benefits before seeking the renewals of existing corporate members.	JR
<b>5.00</b>	<b>HFC Report</b>	
5.01	In addition to information in his report (copy attached in appendix) Mike Langford informed the meeting that he had been helping Jamie Griffiths with financial matters on match days and undertaking, with the help of Nigel Marks, various maintenance tasks around the ground.	
5.02	Mike Langford gave an update on the search for a full back and other staff and team news.	
5.03	Mike Langford reported that all stock was now on display in the club shop and that outdated stock would be cleared at a discount but at a price that ensured that costs were covered.	
5.04	The meeting was informed that the club would make a small profit this financial	

		<u>Action</u>
	year.	
5.05	In answer to a query from Richard Morgan Mike Langford confirmed that all work carried out on the stadium to date had been financed from working capital and not from share capital. He commented on the arrangement that HFC as tenant had financed improvements to the ground to secure the lease rather than the Council as landlords which would be normal practice.	
<b>6.00</b>	<b>AOB</b>	
6.01	Russell Cheasley and Joanie Roberts reported on the SD community training that they had recently undergone.	
6.02	David Evans queried whether the sale of HUST beer and cider raised any legal liabilities. Russell Cheasley replied that all sales were undertaken by HUST community partners who hold licenses and that Kel Paul Brewery, who brew the beer and source the cider, are responsible for quality issues.	
6.03	David Evans stated that the accounts needed signing by board members. This was done after the meeting.	
6.04	Richard Morgan commented that as he was now a board member he could no longer act as independent financial assessor and he queried whether some remuneration should be offered to anyone taking on this role. It was agreed that, whilst a suitably qualified volunteer be sought, David Evans would obtain a fee quotation from his accountant contact in Cardiff.	DE
6.05	Following comments made by some supporters in the fans' survey Richard Morgan raised the issue of coach travel to away matches. Richard Tomkins stated that if HUST were to organise a coach then, from his experience with HUISA, it was most unlikely to break even. It was generally agreed that members wishing to organise a coach should do so themselves but none the less Richard Morgan would investigate whether coaches were locally available and the likely cost.	RM
6.06	Peter Davies reported that he had affixed transfers to the glass tankards to be used in the Christmas beer/cider package and asked when this promotion would be launched as it was less than two months to Christmas. He was informed that the launch would be after a name was selected for the cider which had been subject to an online competition.	FW KH RC
6.07	Peter Davies asked whether there would be a HUST recruitment/renewal desk before the Telford game. It was decided, in view of the match being all ticket and sold out, the reception area would be extremely busy and a HUST desk would exacerbate the situation.	
6.08	Joanie Roberts advised that the online 50/50 winner, Andrew Prosser, would be attending the Telford FA Cup match and that he had agreed to a photo shoot before the match.	JR
6.09	Joanie Roberts reported that she, and Simon Wright, were contacting hotels and guesthouses in Hereford, which would be suitable for accommodating away fans and exiles, with a view to preparing a "meet and greet" package. The establishments would be advertised on the website and discounts sought.	JR
6.10	Craig Goodall pointed out that when allocating roles fundraising had not been	

	<p>included. It was agreed to continue to have a small (generally no more than 4 members) fundraising sub-committee. As Russell Cheasley will be the HUST representative on the UITCC board, Joanie Roberts, assisted by Keith Hall, agreed to chair the sub-committee. Volunteers are to be invited to serve on the sub-committee.</p>	<p><b>Action</b> JR</p>
6.11	<p>Members who indicated in the fans' survey that they would be interested in taking on a more active role in HUST affairs are to be contacted. Joanie Roberts volunteered to make contact.</p>	JR
7.00	<p><b>Date of Next Meeting</b> The next meeting will be held at Edgar Street on Wednesday 6 December at 7.00pm.</p> <p><i>The meeting ended at 9.55pm</i></p> <p><b>Appendix 1</b></p> <p><b>Reports circulated before the meeting</b></p> <p><b>Minutes of September Meeting</b> <a href="https://drive.google.com/open?id=0B-pO5VvgkKENM1htbXdkX2ISR2M">https://drive.google.com/open?id=0B-pO5VvgkKENM1htbXdkX2ISR2M</a></p> <p><b>Treasurer's Report</b> <a href="https://drive.google.com/file/d/0B-pO5VvgkKENDUZHNUISb1o2T2VWZfZOMTVIU3N4UGJwN25R/view?usp=sharing">https://drive.google.com/file/d/0B-pO5VvgkKENDUZHNUISb1o2T2VWZfZOMTVIU3N4UGJwN25R/view?usp=sharing</a> <a href="https://drive.google.com/open?id=0B-pO5VvgkKENCXVkd0FSeFN3OUktTnFjLUxMY1UwZi1zemxV">https://drive.google.com/open?id=0B-pO5VvgkKENCXVkd0FSeFN3OUktTnFjLUxMY1UwZi1zemxV</a> <a href="https://drive.google.com/open?id=0B-pO5VvgkKENNmYwN1JsNXJjdDq2UTqzTGx6ZmFzeHdXWgJr">https://drive.google.com/open?id=0B-pO5VvgkKENNmYwN1JsNXJjdDq2UTqzTGx6ZmFzeHdXWgJr</a> <a href="https://drive.google.com/open?id=0B-pO5VvgkKENR2FxLUZjY3lwUXExX2cxWXlqZkhLUWE0UIIB">https://drive.google.com/open?id=0B-pO5VvgkKENR2FxLUZjY3lwUXExX2cxWXlqZkhLUWE0UIIB</a></p> <p><b>Membership Report</b> <a href="https://drive.google.com/open?id=0B-pO5VvgkKENWnR4THhhUDlpZHM">https://drive.google.com/open?id=0B-pO5VvgkKENWnR4THhhUDlpZHM</a></p> <p><b>HFC Report</b> <a href="https://docs.google.com/document/d/1K0o5hTaNNj2Fz2R43zREHCizTTWqv6qo1S7V3G_ucVs/edit?usp=sharing">https://docs.google.com/document/d/1K0o5hTaNNj2Fz2R43zREHCizTTWqv6qo1S7V3G_ucVs/edit?usp=sharing</a></p>	ALL