

# Terras Trust Board Meeting Minutes

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10<sup>th</sup> July 2008

**Present:**

Matt Barton (MB); Tony Baylis (TB); Mark Golsby (MG); Shaun Hennessey (SH); Connor Kinsella (CK); Caroline Kinsella (CMK); Richard McGowan (RMcG); Matt Pitman (MP); Rob Nichols (RN); Anthony Sams (AS); John West (JW)

Steve Walkinshaw (SW) from 8.30pm due to Weymouth FC Finance Meeting.

Meeting started 7.35pm and ended 10.15pm

**1. Accuracy**

The minutes of the meeting of 24<sup>th</sup> June were agreed and can now be uploaded to the Trust Website.

**2. Matters Arising**

**a) Newsletter**

The newsletter (Terras Trust News 2) is now ready for circulation. CK proposed that the Trust should aim to publish the next newsletter (3) at the beginning of the season. He also proposed that there should be a timetable for the publication of future editions of the newsletter. The Board were in agreement. He has already arranged an interview with Malcolm Curtis for inclusion in TTN3. AS stated that targets for the newsletter were likely to be in the business plan.

**Action: Next newsletter to be published at the beginning of the new season. News letter time table to be discussed as part of the business plan objectives.**

**b) New Terras Trust Logo**

CMK has sent this to Supporters Direct. The logo on the Buy At site has now been updated.

**c) Community Trust Meeting**

MG attended the first Community Trust meeting as MP had to send apologies. The Community Trust will be adopting a similar model to the one used at Yeovil and it will take a lot of work to set it up..

The Terras Trust have received a possible offer of sponsorship through Nathan Blake but as the Terras Trust don't currently have a business plan they are not in a position to take this offer up so in line with the Terras Trust aims and objectives the board suggest that contact is made with the Community Trust.

**Action: MP to attend next Community Trust Meeting 14<sup>th</sup> July. MG to e-mail the minutes of the last meeting to MP. AS to feed back to Nathan Blake**

**d) Football Club promotional posters and leaflets.**

RN reported that he has managed to place Weymouth Football Club promotional posters and leaflets in 109 establishments in Weymouth. The plan is that in future the distribution will be broken down into geographical areas as it is a lot of work for one person. The Trust needs volunteers to help with this and to distribute new ones. RN will be feeding back to the football club that the A5 flyers that have currently been produced are too large for the majority of the leaflet holders in most establishments so he will suggest to the club that when doing the next print run they may want to consider reducing the size to fit holders. The trust will be using this as an opportunity to distribute its own promotional literature at the same time.

**Action: RN to identify geographical areas for leaflet distributions once this is known a request for volunteers can be made.**

**e) Ivan's Army**

This cannot be progressed until it has been discussed at the next Community Trust meeting

**f) Co-option of Supporters Club Representative onto the Board of the Terras Trust.**

CMK reported that she had e-mailed Nigel Beckett but has not as yet had a response. The Board requested that she e-mail him again.

**Action: CMK to e-mail Nigel Beckett with a further request.**

**3. Membership Update**

TB reported that since the last meeting 3 new members have joined the Trust bringing the current membership total to 191. TB has now sent out individual e-mails to every member for whom he has an e-mail address asking if they would like to receive the newsletter and other communications from the Trust electronically he had also put a post on Terras - Talk. To date he has received a fantastic response of 80 e-mails. The first wave of renewal documents and newsletter are now ready for circulation and 107 renewals are now due. It was agreed that TB could obtain quotes for the printing of renewal documents and newsletters as from the Trusts experience of sending out the first newsletter it had been not only very time consuming printing the documents our selves but also expensive in paper and ink (board members had met these costs themselves). It was agreed that both sets of documents needed to be sent out as soon as possible. TB requested that RMcG send him a copy of the programme he has written that will enable bulk e-mails to be sent without compromising Trust members contact details.

TB informed the board of new software available from Supporters Direct that had been presented at the Bristol training day. It is a membership management system that will automatically generate membership renewals, can be used for the newsletter and will also generate text messages to be sent to members in addition to a number of other applications. The software has been developed by another Trust for Supporters Direct. A year's free trial is available and then there will be a yearly cost which is yet to be determined but is likely to be determined by the size of each Trust's membership. AS reported that he had spoken to Tom Hall at Supporters Direct about ongoing costs and had expressed concern about affordability if this approach wasn't taken. The Board agreed that the Trust should take up the option of the one year free trial and evaluate its usefulness over that year as potentially it could help to make the Trust more efficient and improve communication.

**Action: TB to send out newsletter and renewals.**

**RMcG to send TB e-mail programme.**

**New membership cards to be carried over to the next meeting. SH will chase up the new designs and e-mail them to Board members for consideration before the next meeting.**

#### **4. Treasurers Report**

On 30<sup>th</sup> June the Trust balance was £5,450. Reimbursements were made of: £37.40 to AS for petrol and parking costs for the Bristol Training Day and £10 to CMK for the registration fee for the training . A long discussion followed about the end of last season's Golden Goal presentation that was made for the Youth Academy that was going to be run by ex Terras Ian Hutchinson, Andy Harris and Andy Mason. The Trust had been unable to write the cheque at the time because the Academy had not set up a bank account. The Trust has since learnt that the Youth academy is now being run by Weymouth College and is being funded by Education funds and that the Academy the donation was intended for no longer exists. This leaves the Board with a dilemma. It was agreed that MG will contact Ian Hutchinson, Andy mason and Andy Harris and suggest the donation is now made to the newly formed Community Trust which is for youth football. The Board put this to the vote and it was unanimously passed. However the Trust will expect the Community Trust to report back to the Trust Board on how the money will be used.

**Action: MG to contact Ian Hutchinson, Andy Harris and Andy mason re the Golden Goal Donation.**

#### **5. Business Planning.**

The first meeting of the business planning working group will be held on Thursday 18<sup>th</sup> July. The membership of the group will be AS, JW, SH and MB. They will feedback progress to the main Board.

**Action: AS to obtain examples of Business plans from other Trusts of varying size to take to the first meeting.**

#### **6. Feedback from Weymouth FC Board Meeting.**

Little to report. At the last meeting there had been discussions about proposals but these cannot yet be reported to the Trust as they are highly confidential and sensitive.

The new squad will comprise of 16 paid players 2 Academy players and loanees. Weymouth FC have donated old football shirts to PC Blackmore's African Campaign.

The Trust Board asked how long the new shirts will be for. MG informed the Trust Board that there will be 3 shirts this season but that only one will be replaced next season.

AS asked MG to ask at the next Weymouth FC Board meeting whether the Club has become more sustainable since the sale of the land.

**Action: AS to e-mail question to MG before the next Weymouth FC Board meeting on 23<sup>rd</sup> July.**

#### **7 . New Sponsorship Deal.**

The Trust Board are very supportive of the new sponsorship of Julia's House by the football club. Half of what the club makes from the sponsorship over the course of the season will be donated to Julia's House which relies on donations to provide the service that they do. There are 3 partnership sponsor packages available. The Board were informed that as yet a lot of local businesses do not seem to be aware of the sponsorship packages. This is of concern to the Trust Board.

#### **8. Julia's House and the Trust**

A suggestion was made is that this season the money that the Trust raises through Golden Goal could be used to purchase a sponsorship package. Any benefits from the package such as the hospitality benefit would be used as prizes for Trust fundraising events to generate funds for the Trust and enable Trust members to benefit. The Trust will need to ensure that there are sufficient volunteers to run the Golden Goal. SW agreed to organise this. The Trust would also like to attract volunteers from the wider membership. It was agreed that the sponsorship package will be funded through money the Trust Board has raised from fundraising (so that membership money and donations are not used). The Trust board are of the opinion that The Trust should support the club and the charity and purchase a sponsorship package.

**Action: Trust to purchase a Julia's House sponsorship package. CK to contact the Echo regarding coverage for the Trust for this.**

**Action: SW agreed to prepare a detailed report showing how money has been raised to date to ensure that the Trust has sufficient money from fundraising to pay for a package.**

### **9. Golden Goal**

It was agreed that the Trust will hold golden goal competitions at the pre-season friendly games this season.

**Action: RN and CK agreed to meet SW at the ground at 6.30pm on Tuesday 16<sup>th</sup> July to do Golden Goal at the Bristol Rovers game.**

**Action: A rota for the golden goal competitions is needed**

### **10. Election of Trust Representative on the Board of Weymouth FC.**

The Election Supervisory Group (ESG) had circulated the Election Rules to the Board members not standing for Election prior to the meeting. It was explained to the two candidates that they could not comment on the rules as this would bring them in breach of rule 2.3. The remaining board members ratified the election rules. The Board were then informed by Shaun Hennessey that he was withdrawing because on reflection he felt that the other candidate was already doing a good job. The remaining Board members were asked by the ESG if any of them wanted to stand, they all declined. Therefore as there were no other candidates MG was duly elected. The ESG were thanked for writing the Rules which will be used as a template for next year's Weymouth FC Board Representative election.

**Action: CMK to make minor amendments suggested by Board members not standing for election.**

**Action: AS will prepare a statement for the Trust web site.**

**Action: CMK to e-mail the Election Rules to RMcG to be uploaded to the Trust web site.**

### **11. Fundraising**

To be discussed at next meeting.

### **12. Any Other Business**

#### **a) Difficulties with the Web site.**

Some Trust members have been having difficulty accessing the minutes on the web site. It was suggested that in future when CMK e-mails them to RMcG that she send them in Rich Text Format (RTF). If there are still problems then they will need to be saved as a PDF document.

**Action: RMcG to e-mail those members that have reported difficulty to find out more information about the problem.**

**Action: CMK to send Minutes to RMcG in RTF in the future.**

#### **b) Feedback from the Supporters Direct Training**

Due to the volume of business this item has been carried over to the next meeting.

#### **c) Request from Weymouth Working Men's Club**

Weymouth Working Men's Club (WWMC) have asked if the Trust board would consider becoming members of the club if it is going to be used as a permanent venue for Trust meetings Everyone agreed to do this.

**Action: All trust board members to join the WWMC if they aren't already members.**

#### **d) E-mail from Supporters Direct**

AS has received an e-mail from Supporters Direct about a membership questionnaire which would provide important feedback to help with development of the Trust. There will be no charge for participating in the questionnaire. AS will contact Supporters Direct to confirm that any information provided will not be sold on to market researching companies and that it complies with the Data Protection Act. The Board agreed in principle.

**Action: AS to contact Supporters Direct and clarify**

#### **e) Share Transfers**

The Trust has still not received an answer about transfer of shares and proxy shares or feedback on the changes to the Articles of Association which needs clarification. The issues of proxy shares and ownership of shares are two separate issues.

**Action: AS will e-mail MG about these issues and MG will ask the Board of Weymouth FC on behalf of the Trust at the 23<sup>rd</sup> July WFC board meeting.**

#### **f) Promotion of the Terras Trust.**

The Board agreed that we need to hold a promotional event in the near future. The Trust banner will need to be replaced as the current one has the old logo. It was agreed that the existing leaflets will be used until they are gone. The next batch will be redesigned to incorporate the new logo.

**Action: CK to obtain a quote for a new banner and arrange promotional event.**

#### **g) Refurbishment of the Disabled Section of the Ground.**

The disabled area is in need of refurbishment especially the chairs for carers.

**Action: MG to ask people using the disabled section what they would like in the area and also ask the football club what they want.**

#### **h) Review of Model Rules**

CMK informed the Board that Supporters Direct is reviewing the Model Rules which all Trusts use to write their rules. Supporters Direct accept that some of the Rules are written in jargon and are not easy to interpret. CMK had already provided some feedback at the work shop she had attended in Bristol. She requested that Board

members have a look at the Terras Trust Rules and provide comments and feedback to her so that she can forward this to Supporters Direct who plan to rewrite the Model Rules in a more user friendly language.

**Action: All Board members to e-mail CMK any comments on the Rules**

**i)The Trust Bank Account**

The current Trust Bank does not provide the service we expect. It had been recommended by Supporters Direct who have been receiving similar feedback from a number of other Supporters Trusts and are looking into alternatives.

**Action: SW to follow up trying to source a new Bank account for the Trust.**

**k) Race Night**

The Race Night held by the Ladies Football Team went very well.

**l) Insurance**

The Board were informed that Heathcote Insurance provides a basic policy for Supporters Trusts.

**Action: SW to obtain information and provide feedback to the Trust Board.**

**m) Information Board**

The Trust have been given there own information Board at the Wessex Stadium.

**Date and Time of Next Meeting-Thursday 14 the August 2008 at 7.30pm at**

**Weymouth Working Men's Club.**