



## MINUTES OF BOARD MEETING

**Monday 21<sup>st</sup> June 2022**

**Present:** Michel Thomas (MT) – Chair, Nick Brodrick (NB), Rob Burkitt (RB), Robin Causley (RC), Bob Cole (BC), Rob Dickinson (RD), Rick Williams (RW)

**Apologies:** Ali Bryant (AB), Sam Druiff (SD)

<b>22/42</b>	<p><b>Minutes of the meeting held on 16<sup>th</sup> May 2022</b> The minutes were tabled and approved.</p> <p>Minute 22/40(b) – MT advised that arrangements had been made for RD to present the Ian Twitchin Trophy to Ben Wynter in London next month.</p>	
<b>22/43</b>	<p><b>Relations with TUFC</b> NB opened the discussion by updating on his research in to providing commentary for the visually impaired. He had spoken with other clubs in the region which provide this service, in particular Plymouth Argyle. They are about to invest in a new system. It was suggested that their old equipment may be available – NB to enquire.</p> <p>However, consultation with local support groups for the visually impaired had not indicated much demand for such a service at Plainmoor.</p> <p>As an alternative offer to the Club, NB suggested Autism Packs for children. These had proven very successful at other clubs including Argyle and Swindon Town and there was clearly a demand. Packs include such things as lanyards, fidget spinners, ear defenders and stress balls, all in the club colours.</p> <p>NB had obtained some indicative prices for packs and also identified that funding may be available through the Football Supporters Association (FSA). It was also suggested that this may be a sponsorship opportunity for local business.</p>	NB

	<p>The proposal for NB to seek more details and to then approach George Edwards with the offer was unanimously supported.</p> <p>Despite the refusal of the Club to engage with TUST, RW stated that he was keen that we should continue to make representations on behalf of our members and supporters generally. Topics that have been raised by fans recently include on-going concerns about ticketing arrangements for the coming season, poor PR and marketing, support for the Community Sports Trust and numerous reports of messages to the Club not being acknowledged.</p> <p>Given previous comments about TUST's negativity, it was agreed to await GE's response to the offer of Autism Packs before raising these and other concerns.</p>	NB
22/44	<p><b>Strategy Team</b></p> <p>RW reported on the recent meeting of the Strategy Team which had developed a framework for an action plan to address any unexpected change in the Club ownership or circumstances.</p> <p>Five core topics had been identified: finance, governance, PR, supporters and the football management and players. Five timescales had also been identified: things to prepare in advance, immediate priorities, first steps, short term and long term plans.</p> <p>A matrix for each of these had been prepared for three scenarios; the owner looking to sell, saving the Club and re-launching as a Phoenix club.</p> <p>The next meeting of the board would look at this in detail and consider any additions or amendments and allocate tasks to individuals.</p>	
22/45	<p><b>Partner organisations</b></p> <p><b>a) Community Sports Trust (TUCST)</b></p> <p>MT reported that he and RW had met with the outgoing Chair of TUCST and another trustee that afternoon for an update on the possible future direction of the Trust. There was a meeting of the TUCST board the following day when things should become clearer.</p> <p>The TUST sponsored Junior Disability League had been successfully launched on 11<sup>th</sup> June. MT and BC had attended along with Sam Balsdon who had raised the funds through his sponsored run around Plainmoor. It was an emotional occasion for all and it had received coverage in both local papers.</p> <p>BC reported that the TUCST Walking Football team (The Yellows) had won the league and cup double.</p> <p><b>b) Women's Team</b></p> <p>RD reported that Steve Elswood had been confirmed as the new manager following the team's success in the Devon Cup Final. There had been no news about the TUST sponsored tracksuits so RD agreed to follow up.</p>	RD

<p>c)</p> <p>d)</p> <p>e)</p>	<p><b>South West Supporters' Trust Group (SWSTG)</b> NB and BC reported back on the meeting held on 15<sup>th</sup> June.</p> <p>A representative from Swindon Town Supporters' Trust had attended and his account of recent events at the club had been of great interest. A number of issues with the previous owner had resulted in a legal wrangle and at one point an increase in trust membership from 240 to 800 overnight. The outcome was a new owner who was fully engaged with the supporters and a commitment to give the trust, which now has 2,200 members, a role in the club's future plans.</p> <p>Other topics covered had included fan behaviour, the concerns at Yeovil Town and aspirations for the coming season.</p> <p><b>Sport Torbay</b> Nothing to report.</p> <p><b>FSA</b> MT reminded the meeting that the FSA AGM is to be held at Wimbledon's Plough Lane on Saturday 16<sup>th</sup> July. MT and BC were considering attending.</p>	
<p>22/46</p>	<p><b>Finance</b> RW reported that almost £2k was still available for community initiatives in the current financial year's budget (ending 30<sup>th</sup> June).</p> <p>BC suggested that Stroke City walking football group would be a worthy beneficiary. The group's weekly sessions for stroke victims attracts a dozen or so players and for many it is an important part of their recovery process. BC, having declared an interest, abstained from the vote but a proposal to contribute £500 was unanimously supported by the board.</p> <p>RC said there was interest in starting women's walking football sessions at the Acorn Centre. He had suggested those who had intimated their interest contact Matt Anthony at TUCST.</p> <p>In researching the demand for commentaries for the visually impaired, NB had spoken with a representative of a Paignton based group who had told of his difficulties getting a response to a query from the Club. The group had an urgent need for a gazebo for use at its events and it was proposed and unanimously agreed to make a donation of £100 towards this cost.</p> <p>The board agreed to investigate the use of some or all of the remaining balance of the TUST community outreach fund towards the cost of the autism packs mentioned under minute 22/43 if viable.</p>	<p>BC</p> <p>NB</p>
<p>22/47</p>	<p><b>Membership</b> A Guide to Membership Management had been provided by RC and circulated with the papers for this meeting.</p>	

	<p>This was a commercially focused document but provided some useful pointers on the acquisition of new members, on-boarding, engagement, marketing, renewals and retention.</p> <p>MT suggested that a survey of our members may be a useful exercise. This was supported but RW proposed that the survey be undertaken to coincide with the AGM in the Autumn as any feedback from members could be useful when considering future plans. All to consider possible questions for inclusion.</p> <p>Survey Monkey or Mailchimp may provide the best platform for the survey. NB to ask the Swindon Town representative about the former. RW to research the latter. Questions to be included in the survey will be discussed at the August meeting.</p>	<p>All</p> <p>NB</p> <p>RW</p>
<p><b>22/48</b></p> <p><b>Media &amp; PR</b></p> <p><b>a) Press and social media</b> Extensive coverage of recent TUST activities had been given in the Torbay Weekly and Herald Express, particularly the launch of the Junior Disability League.</p> <p>BC asked NB whether a TUST logo could be included in his weekly Fan Zone column. NB to enquire.</p> <p><b>b) Legends of the Leroy Era</b> The TUST sponsored virtual event had taken place the previous Friday and SD had reported that it was a success. Details of the final sum raised for charity were to be confirmed.</p> <p><b>c) Summer social event</b> There was no update on the TUCST proposal for an event to mark its 30<sup>th</sup> anniversary.</p> <p>Any other event would be held after the season has started.</p>	<p>NB</p>	
<p><b>22/49</b></p> <p><b>Any other business</b> The joint Strategy Team and TUST board meeting to consider the scenario action plan is on Monday 25<sup>th</sup> July at 6.30pm. All are urged to attend.</p>		

The date of the next routine meeting was fixed for Monday 15<sup>th</sup> August 2022 at 6.30pm

Chairman's signature.....Date .....