

Committee Meeting held at 6.30pm on Thursday 4th April 2024

**Present:**

Phil Novis (President)(PN), Jane Roberts (Vice-Chairman)(JR), Kevin Sands (Secretary)(KS), Geoff Appleton (Treasurer)(GA), Solveig Haywood (SH), Chris Deverell (CD), Neil Larry (NL), Andy Barwell (AB), Lesley Cornish (LC),

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| **Item** | **Details** | **Action** | **Time** |
| **1** | **Apologies** |  |  |
|  | Martin Sharpe (Chairman)(MS), Margaret Appleton (MA), Mel Grover (MG), Jilly Lane (JL) |  |  |
| **2** | **Minutes of the last meeting** |  |  |
|  | Accepted and signed by Jane. |  |  |
| **3** | **Matters Arising** |  |  |
|  | Item 7 – Card readers are all set up and ready to go.Item 9 – Treasurer and Outings job descriptions to be updated in a week from meeting but as individual documents. | **GA/MA** | **11 Apr** |
| **4** | **Correspondence** |  |  |
|  | Nothing received. |  |  |
| **5** | **Treasurers Report** |  |  |
|  | Geoff presented the report indicating recent income and outgoings and the overall position of the bank balance. |  |  |
| **6** | **Membership & Outing Report** |  |  |
|  | **Membership**Membership now stands at 124.**Outings**We have 32 on the coach to Nottingham. |  |  |
| **7** | **Marketing** |  |  |
|  | In Jilly’s absence Jane read out a summary of points they discussed prior to the meeting, as follows:-1. ‘Sum-up’ is a great device/app as is easy to use, relatively in expensive and versatile.
2. Look to installing the ‘Sum-Up’ app on a number of smart phones which can then be used for transactions without the need for a device as a back-up.
3. ‘Sum-up’ can also be used to take payments via a website by inserting a plug-in (which will be at a price to be confirmed).
4. I will sit down with Mel to go through the functionality of the existing website (WIX platform), take over and update using the current format.
5. It is not necessarily sensible to build a new website if we are going to adopt the Clubs Hub at some point.
6. I am looking into the mechanics of Clubs Hub to ascertain what is likely to be involved technically and cost wise and will report back on this.
7. In the meanwhile, all communications should be compatible across all media in order to create a uniform feel. IG, IG stories, X and FB should all be consistent. For example, it is possible when posting on IG to share the same story/post on FB. New look IG posts are very engaging and likely to resonate with a younger demographic.
8. Limited research amongst youngsters ((under 21’s) show that they love coming to Friday evening matches as it’s the end of the week and a chance to catch up with their friends. Although this audience maybe difficult to convert to travelling support there may be an opportunity to get them to buy raffle tickets and engage more with the followers. One thought is that we could change the name from raffle to something more contemporary such as lottery, prize draw, etc or just better promotion of the raffle and its prizes.
9. Maybe advertise in the programme to highlight the raffle or distribution of a flyer.
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| **8** | **Matters for Future Meeting.** |  |  |
|  | Phil will circulate a list of items for the Committee members to read and discuss at the next meeting. | **PN** | **18 Apr** |
| **9** | **AOB** |  |  |
| **a)** | Will the Followers be required to assist with the selling of raffle tickets at the Friends of the Blues upcoming event. Andy will enquire and get back to us. | **AB** | **18 Apr** |
| **b)** | There was a misunderstanding between the Club, the Followers and The Sue Ryder Charity with the sale of raffle tickets at Ladies Day. This is a matter that needs to be sorted out before next season. |  |  |
| **c)** | It is our intention to invite speakers from the Ladies Team and Crowd Angel to give a 15 minute presentation to the AGM in July. |  |  |
| **d)** | Should we include our away travel sponsors in the match day programme notes. Agreed to include a generic ‘thank you’. |  |  |
| **10** | **Date of next meeting** |  |  |
|  | The next meeting will be on 2nd May 2024 at 6.30pm in the SDC suite.There being no further business the meeting was closed at 7.32pm. |  |  |