



Minutes of Trust Board meeting

Thurs 7th March 2019 at 19:30 hrs at:
 Elmfield Financial Planning,
 Shuttleworth Mead Business park,
 Meadway, Padiham,
 BB12 7NG

Item No:	Agenda Item	Member Responsible	Report
1	<p>Welcome and Introductions: Present were John Murray, Michael Ellison, Michael Doherty, David Riding, Peter Dickinson, and Peter Ridehalgh.</p> <p>Apologies from Oliver Jones, Marc O'Neill, and David Metcalfe</p>	JM	
2	<p>Matters Arising (See Minutes): The content plan from Vesko was reviewed, with encouragement to all to go into writing relevant pieces of their own accord.</p> <p>Previous meeting's Minutes (24/01) to be published on site ASAP.</p>	All MO	Ongoing ASAP
3	<p>Rovers Play Update: Around £2,000 donated out of £9,000 required. Board members feel somewhat pessimistic about getting the play going, with a feeling of 'bad timing'. Decision to 'go ahead' to be left with the Playwright.</p> <p>Audit to be conducted on the project, with emphasis on lessons to be learned.</p>	DM	Next meeting
4	<p>Communication Update: MO apologised, emailed an update. Traffic to site up by 14-20% on all measures. Average session duration up 77%.</p>		

	<p>-Website Trust 'Aims' to be made more prominent. Individual pages required for Content ('Trust Issues'), News, Newsletters, and Minutes.</p> <p>-Content from Vesko Interesting article about comparison of club ownership models between English and German clubs. 'Top and tailed' by JM, possible template for further articles. Ongoing content project, with use of 'Trust Aims' as basis.</p> <p>-Outstanding IT issues? Specific email addresses for specific purposes. Possibility of ordering members on RT dashboard/search by 'date joined'?</p> <p>Engagement- RT has never been 'single issue'. Focus on fan experience, ticket schemes, safe-standing, club heritage - all differentiate RT from FF.</p> <p>Use of 'club identity', a la Accrington 'The club that wouldn't die' Stanley. Transparent communication from executives, including detailed explanation of club administration issues - CONNECTION to fans.</p> <p>Flow of Information proposed, input and output:</p> <p>IN: Fans Forum - PR Supporters Federation, monthly info - MD Other relevant info - All</p> <p>OUT: Website - MO Facebook - OJ? Twitter - DR BRFCS - ME</p>	<p>MO</p> <p>All</p> <p>MO + ME ongoing</p> <p>JM to engage club.</p> <p>ALL</p> <p>ME+MO to liaise.</p>	<p>ASAP - ongoing.</p> <p>Ongoing.</p> <p>ASAP - Ongoing.</p> <p>At next opportunity.</p> <p>ASAP Ongoing</p> <p>ASAP</p>
5	<p>Fans Forum: FF focus solely on 'Matchday Experience'. RT to continue own agendas, with suggestion via PR on topics also for discussion by FF.</p>	PR	Ongoing

	<ul style="list-style-type: none"> -Reason for continuous late promotion of Season tickets compared to other clubs. -Involvement of BwD council re: signage claiming pride in BRFC? -Use of Ewood Park as a 'Football Quarter', including better use of Blues Bar and Club Shop? -How to exploit Hall of Fame event success? -More promotion of excellent women's football team. 	<p>PR</p> <p>Also JM to engage club.</p>	<p>Next FF meeting - 18/03</p> <p>Next opportunity.</p>
6	<p>Preparation for AGM + possible Election:</p> <ul style="list-style-type: none"> -EMG to be steered by ME -April Newsletter to contain notice of AGM, list vacancies required by Trust Board, and details of candidacy nomination. -Five vacancies - Three Board Members to be invited to stand for re-election. -Two new vacancies. Skillsets to be clarified by JM. Will concern communication, crowdfunding, and IT. -MO using test emails to determine best method of holding election if one is required. ME to liaise with MD re: holding of election, due to MD previous experience, also liaise with SF. Hare and Hounds to be booked as venue for AGM on evening of 20th June 2019. 	<p>ME</p> <p>ME to invite.</p> <p>JM to clarify skillsets.</p> <p>MO + ME to liaise.</p> <p>ME + MD</p> <p>PD</p>	<p>After next meeting.</p> <p>ASAP</p> <p>ASAP</p> <p>ASAP</p> <p>ASAP, before next meeting.</p> <p>ASAP.</p>
7	<p>Memorandum of Understanding with BRFC:</p> <ul style="list-style-type: none"> -MD presented a first draft MoU. More ambitious and wider in scope than examples from other clubs. -MoU to be kept strictly private until proposal to club. -MoU NOT a legal agreement, but a statement of how the Trust and BRFC want to engage with each other. 	<p>MD</p> <p>JM to engage with club, alongside MD if possible.</p>	<p>Ongoing</p> <p>Next opportunity.</p>
8	<p>AOB:</p> <p>RT address still with previous accountant. To be changed to current accountant.</p>	<p>PD</p>	<p>ASAP</p>
9	<p>Proposed dates of future meetings:</p> <p>Thursday 18th April 2019</p>		

	<p>Thursday 23rd May 2019</p> <p>Elmfield Financial Planning, Shuttleworth Mead Business park, Meadway, Padiham, BB12 7NG</p> <p>Thurs 20th June 2019 - AGM Hare and Hounds Free House, 78 Lammack Road, Blackburn, BB1 8LA</p>		
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