



## Minutes of Trust Board meeting

Thurs 29th November 2018 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><b><u>Welcome and Introductions:</u></b>            In attendance: John Murray, Michael Ellison, Peter Dickinson, David Riding, David Metcalfe, David Riding, and welcome to our guest, Vesko Boydzhianov.            Apologies from Oliver Jones, Michael Doherty, and Mark O'Neill.</p>	JM	
2	<p><b><u>Matters Arising (See Minutes):</u></b>            AGM - Good results re: volunteers. Mark O'Neill, Craig Milnes, and Peter Ridehalgh all expressed keen interest.</p> <p>MO - Beginning to amend and simplify the IT systems, including website.</p> <p>ME - Consult with MO and look into possible option re: holding an election in preparation for 2019.</p>	<p>MO</p> <p>ME+MO</p>	<p>Next meeting.</p> <p>Next meeting.</p>
3	<p><b><u>Meetings with Club:</u></b>  <u>Re: Attendances</u>            Meeting in Ewood Boardroom, with 6 directors/staff, including Steve Waggott and Mike Cheston.</p> <p>Explained aims of democratic Rovers Trust and discussed our positions on certain issues.            Specifically: Agree with 'Twenty's Plenty' initiative, incentivised games (£10, vouchers etc), disagree with matchday surcharge, and</p>	JM - ongoing	

	<p>expressed concerns with vanishing parking around the ground and asked how club are attracting BAME population in Blackburn.</p> <p>Engagement with schools? BBE Upper? Link with Abu Hanifa organisation?</p> <p>Discussed Long, medium, and short term ideas. Targets not too hasty, around 2,000 extra fans per half-season aim.</p> <p>Surprised to learn of reliance on matchday income. Eg: Leeds match = £400k from 7,000 fans.</p> <p>Staff clearly of high quality, and dialogue in this way allows club to 'magpie' ideas from Rovers Trust. Meeting felt agreeable and our main message was to ask the club to experiment more and take risks re: fan engagement.</p> <p><u>Consultation Event</u> JM, OJ, and Peter Ridehalgh attended. Exceptionally positive response to Trust idea of Rovers Museum - to be included in Communication Strategy. Trust and Action Group in agreement that what has been done to the club can't be forgotten, but willing to move on in terms of relationship with club.</p>		
4	<p><b><u>Rovers Play Update:</u></b> Wrote to 25 notable fans, silence for a few weeks. Approx £2,000 in initial responses from various. Will write again to 25 as 'reminders'.</p> <p>Discussed possibility/risks of crowd-funding, and what target to be set?</p>	<p>DM - ongoing</p> <p>JM - letters</p> <p>DR - look at 'GoFundMe'</p>	
5	<p><b><u>Communication Update/Plan:</u></b> Tagline of 'Voice of Rovers fans in good and bad times' - to be added to logo?</p> <p>Promote meeting (described above) in showing how seriously we're being taken by club.</p> <p>Simplify site, and move to less labour intensive method (social media).</p> <p>Trust-specific BRFCs account? ME volunteered to take on.</p>	<p>JM</p> <p>MO</p> <p>ME</p>	

	Next steps - DR to assess reach of FB/Twitter. Discussion re: New content.	DR? ALL	
6	<b><u>AOB:</u></b> N/A	ALL	
7	<b><u>Date of next meeting:</u></b> Thursday 24th January 2018.  Elmfield Financial Planning, Shuttleworth Mead Business park, Meadway, Padiham, BB12 7NG		