

CTWD Meeting #4: Minutes, Wednesday 23rd October 2013

Groups represented

Amber Nectar, City Independent, City 'ulltras, Hull City Southern Supporters (HCSS), not606 Fans Forum, Tigerlink, Tiger Chat, Tigers Co-operative

Attendees

C.Ball, F.Beill, M.Beill, C.Cooper, A.Dalton, M.Gretton, R.Harmer, P.Johnson, A.Medcalf, L.Motherby, P.Mills, K.Ogram, M.Scott, R.Skelton & I.Watsonson.

Apologies

A.Beill, I.Berriman, L.Cooper, K.Ellis & J.Greenwood.

Referred Sub-Groups

Audio/Visual Media – A.Dalton, M.Gretton & P.Mills

Membership – P.Mills, P.Johnson, C.Ball, R.Harmer, M.Scott & C.Cooper Social Media – A.Beill, I.Berriman, J.Greenwood, A.Medcalf, K.Ogram & M.Scott

Written Press – I.Berriman, P.Johnson, L.Motherby, K.Ogram, M.Scott, R.Skelton & I.Watsonson

1. Welcome

P.Mills opened the meeting.

2. Review of the minutes / action points

The minutes of the 9th October meeting were accepted as a true record. Action points from the previous meeting:

1. L.Motherby and R.Skelton to collate an FAQ of comments faced so far. – This was published on the CTWD website and well received.
2. The group are to ensure that any licence required to sell merchandise on the approach to the ground is obtained. – C.Cooper has applied for his pedlar's licence.
3. A.Medcalf has created an action register to collate all actions from the meetings and those agreed by email between meetings. A.Medcalf to send everyone directions on how to access and maintain the register. – This was done.
4. P.Johnson and C.Ball agreed to take on the task of contacting fans' groups. M.Scott and social media group are to spread the word through Twitter. M.Scott felt we needed a stock message to send. – This was done for Everton and will continue for all games.

5. Local radio station WHCR recorded “voxpops” of numerous supporters as they approached the ground. With their permission, these are to be added to the CTWD website and linked along with the minutes. – These were published.
6. It was agreed that a meeting focussed specifically on preparation should be arranged once a date [for the meeting with Dr. Allam]is confirmed. – This was provisionally arranged.
7. The FSF remain supportive. C.Cooper suggested we add a link to the FSF on the main section of the CTWD website. – This is outstanding.
8. C.Cooper also asked that A.Jacks at the FSF be copied on all future press releases. R.Skelton to pass the information on to I.Berriman. – This was done via previous minutes.
9. M.Scott suggested we invite A.Jacks of the FSF to a future meeting. This was agreed. – This remains a goal.
10. P.Mills, P.Johnson, C.Ball, R.Harmer, M.Scott and C.Cooper volunteered to form a membership sub-group calling on I.Thomson for legal help. – This was done.
11. C.Cooper suggested we look into asking if it [registering a community asset]can be extended to cover badges and names. C.Cooper to look into this with the FSF. – This is outstanding.
12. It was agreed that C.Cooper should place the order [for the giant flag]. – This was done.
13. M.Scott passed on an idea from the Twitter account to purchase car window stickers. A majority were in favour of his idea. A quote is to be obtained. – This is to be placed on hold for the time being.
14. A.Dalton will ask J.Richardson if he could take on this task via Twitter. P.Mills will liaise with J.Richardson to arrange interviews if agreed. – This was started.
15. The discussion returned to the badges. A majority voted in favour of producing another 3,000 badges with the same design. A.Dalton will order them. – These were ordered.
16. P.Mills suggested a special edition of the Hull City Fans Forum where we address fans’ concerns live. This is to be recorded on Friday 18th October. – This took place and is available to download.
17. M.Scott will poll our Twitter followers for questions they feel should be answered. – This was not required.
18. We had an offer of assistance in setting up a web shop from S.Farrow. K.Ogram will ask if he can progress this. – This has progressed.
19. R.Skelton will take on responsibility for processing and posting all scarf orders. I.Berriman offered a batch of envelopes to the group. R.Skelton will liaise with C.Cooper to have the scarves delivered and with I.Berriman to arrange the envelopes. – This was done.
20. A.Medcalf will ask J.Greenwood to link to the web shop, once set up, from the CTWD website. – This is in progress.

21. A.Dalton will set up a new PayPal account linked to the group bank account. – This was done.
22. A “donations drive” during the international break through Amber Nectar, CTWD website and Twitter was suggested. – This was done.
23. C.Cooper has had requests from younger members that CTWD use Snapchat for updates. Social Media group will look into this. – This is on-going.
24. C.Cooper has had a call from the company producing the Wristbands to ask if they are going ahead. This was agreed. M.Scott felt an 80/20 split between adult/youth sizes was appropriate. This was also agreed. – This has progressed.
25. M.Scott reported the key numbers from the Twitter stats. These are to be copied to J.Greenwood for the CTWD website. – This was done and formed part of the newsletter.
26. K.Ellis suggested these impressive numbers should form part of the next press release. – This is on-going.
27. A.Medcalf handed around some viral graphics designed by A.Beill that the group thought were very good. Social media group are to tweet them on Friday. – This was done.
28. R.Skelton suggested a viral graphic showing our “Pro-Allam, against name change” stance would be appropriate. A.Medcalf to discuss with A.Beill. – This is outstanding.
29. I.Watson suggested that we do more to get fans’ photos on the CTWD website and also create a Google maps link for fans around the world to update. A.Medcalf is to ask J.Greenwood to assist. – This was partly done.
- P.Mills updated the group on the Facebook stats. The page is “liked” by 1,492 people (up 273 since last meeting). The most popular post was the Everton viral image with a reach of 4,008 people and 105 “likes”.

3. Review Of Recent Action

The 19:04 “City till I die” chant continued at Everton. It was very audible, including on Match of the Day. There were two other very loud renditions too. It was noted that there was a ripple of applause from Everton fans afterwards.

Everton fans were very supportive outside of the ground as they had been on their forums and blogs and on social media.

A further 3,000 badges with the same design have been ordered and are expected before the Sunderland home game.

The first 300 scarves have arrived and look brilliant. The web shop is close to going live.

A further run of scarves was discussed along with design ideas. This was placed on hold until a significant number have been sold.

An appeal for pictures of people around the world with their scarves is to be launched. C.Cooper suggested a note is sent with each one letting people know where to send their pictures. A.Medcalf is to design and print.

The giant flag has been ordered and we await delivery.

There has been further significant media interest with several outlets wishing to speak with CTWD before and after the meeting with Dr. Allam. The profile was raised in the media by David Conn's excellent interview with talkSPORT.

4. Meeting with Dr. Allam

This was discussed at great length.

The group have not received a confirmed date of the meeting. [Correct at the time of the meeting]

5. Supporters Direct

This was not discussed.

6. Sub-group activity

Membership

M.Scott has drafted a membership agreement and suggested ways for people to sign up easily on the website. The membership sub-group are to meet in the next 7 days to discuss M.Scott's work to date and get things moving forward quickly.

Press Gang

L.Motherby is to produce a piece on Harold Needler's attempt to change the club's colours and how history now looks upon him. It was felt that an article for the blog on why the "A.F.C" is an important part of the name, given the struggle to establish association football in Hull at the start of the 20th century, would be useful. I.Watson is to write this with input from the "Press Gang".

Social Media

F.Beill suggested that "Hull City" is about "heritage" and not "nostalgia" and that this is an important distinction. This would be a good basis for a viral campaign.

7. Next Steps

Sunderland

Badges will be handed out before the Sunderland home game. I.Watson has contacts with prominent Sunderland fanzine "A Love Supreme" and will open dialogue to help spread the message. A Sunderland writer will be asked to write an article for the blog we can use on their recent change of nickname and badge and the consultation process with the fans.

Merchandising

C.Cooper has applied for a pedlar's licence. It was felt that the group would need 3-4 pedlars. P.Mills volunteered to apply. K.Ellis was suggested in his absence but will need to be consulted. A concept for the wristbands is expected tomorrow (Thursday 24th).

Profile Raising

J.Richardson has made contact with a number of ex-Tigers who are willing to be interviewed. P.Mills to find the most cost-effective way to make this happen. It was still felt that a "marquee" ex-Tiger would make a bigger impact.

8. Finances

A.Dalton has set up a new PayPal account linked to the group bank account. I.Watson has transferred £872 from the City Independent PayPal account to the group's PayPal account. The majority of this was from donations by CI forum members. £500 of group funds has been allocated to pay for the giant flag. £400 is allocated to pay for the third batch of badges. A donate link at the bottom of all of our published articles was suggested.

9. Date of next meeting

TBC

10. AOB

K.Ogram asked that I.Thomson (Legal) and R.Gardham (HCSS) be added to the internal email updates. I.Watson suggested that the front page of the website display our most recent activity or a "what is happening with my money?" update that strikes visitors immediately. A.Medcalf will discuss with J.Greenwood.

It was suggested that we could do more to interact with the City of Culture bid to emphasise the importance of Hull City and football to the City. Ebenezer Cobb Morley, the founder of the Football Association, was from Hull.

No further business.