

MEETING NOTES

Board Meeting 2016-02

Monday 21st March 2016, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 A Hemingway (AH), Treasurer
 G Cannon (GC), C Dyson (CD), S Dyson (SD), P Fleming (PF),
 A Mills (AM), P Walton (PW)

Board Members Absent

None
Also in Attendance
 M Scott (MS), Secretary

1. Apologies

None.

2. Minutes of the previous meeting

The minutes of the previous meeting held on 25th January 2016 were agreed as a true record.

3. Matters Arising

MS asked if a 2016 welcome letter for new members had been produced. This can also be amended for use in renewal packs. GB has drafted a letter and will send to MS. **[ACTION: GB]**

MS sought confirmation that the Board is still overseeing the FSF Roadshow event on 2 April, given Chris Smith's departure from the Board. GB is in contact with Chris and will ensure arrangements are made. AM and RR will publicise the event through the usual email and social media channels. **[ACTION: GB/AM/RR]**

4. Election of Trust Chairman

It was agreed that a Chairman and a Vice Chairman would be appointed from now on. The Chairman would focus on liaison and bridge-building, as well as being the "media face" of the Trust. The Vice Chairman would be responsible for the communications efforts of the Trust, creating and delivering external messages to express the Board's decisions. Both posts will be re-elected by the Board every year following the AGM - there would be no assumption that the elected Vice Chairman would automatically become Chairman after a period of service.

Hull City Supporters' Trust is the trading name of Tigers Co-operative Limited, a Community Benefit Society registration number 29021R.

The registered address is

HCST, Suite 2, 117-119 Walkergate, Beverley, HU17 9BP.

Elected Trust Board Members (9): G Bielby (Chairman), G Cannon, C Dyson, S Dyson, P Fleming, A Hemingway (Treasurer), A Mills, R Richardson (Vice Chairman), P Walton.

Interim Secretary: M Scott

The Hull City Supporters' Trust Partners are:

Angel Beauty, Aspects Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dickens & Browne, Dinostar, EasyPeasyPrint, Essence Holistics, Finesse Internet, Grange Driving School, Harpers Fish & Chips (Beverley), Hemingway Bailey Ltd, Leasing for Business, Middle Child Theatre Company, Nudge Websites, One Stop Golf, Photo Express, Rob McFadyen ADI, TDN Automotive, Wine On-Line. **Full details can be found [here](#).**



After presentations and a discussions amongst the Board, a show of hands elected Geoff Bielby as Chairman and Ryan Richardson as Vice Chairman.

5. Responsibilities of Board Members

MS reminded all Board members of the content of the Trust's Board Membership and Conduct Policy, specifically issues around:

- > conduct on social media
- > the principle of collective responsibility
- > respecting the confidentiality of discussions between Board members where appropriate; and
- > attendance at Board meetings.

These principles were accepted in full by all Board members.

6. Appointment of a New Secretary

MS outlined his desire to step down from the role of Interim Secretary as soon as possible. The role would ideally be filled by someone that is not a Board member, and the current Board undertook to consider whether they knew candidates willing to take on the role. A request via the weekly email and social media will also be issued by AM/RR, MS will prepare the text. **[ACTION: MS/AM/RR]**

It is plausible for a Board member to also fulfil the Secretary role. SD expressed an interest in the role, but only in 9-12 months time.

7. Merchandise Officer

GB agreed to take this role over and will contact Rick Skelton to arrange a handover of goods and learn how to use the webshop on the Trust website. Should this role grow in future then GB will seek help from other members of the Board. **[ACTION: GB]**

8. Reimbursement of Expenses

MS set out the current position in relation to reimbursement of expenses, whereby the Treasurer could sanction reimbursement for costs associated with Trust business (postage, printing, etc) and report those costs to each Board meeting.

The issue of reimbursing travel expenses had been raised previously by a Board member. It was agreed that travel expenses reimbursement should not be expected, but that individual circumstances would be considered on a case by case basis and expenses paid, or not, solely at the discretion of the Treasurer.

9. Refreshed Trust Aims, Objectives and Actions for 2016

A detailed discussion of the aims, objectives and actions was conducted. A revised list, reworded as required, with Board members identified to lead each action, is provided at the end of these minutes, and will be reflected on an update for the website.

10. Anlaby Road Tribute Project Update

AH reported on latest progress. The amended Arts Council bid for funding has been submitted, a decision is anticipated in early April. A letter to potential corporate funders has been compiled and will be issued appropriate business contacts. Options for crowd sourced funding are also being explored. The overall anticipated cost for the project is £100,000.

MS will amend the contact details on the ART Project page of the website. **[ACTION: MS]**



11. Fans Working Group Update

The discussion focussed on the beneficial and detrimental aspects of the club's proposed membership scheme. It was concluded that:

- > If launched in its current form, the scheme is likely to be badly received by supporters
- > The Trust has a questionnaire for fans ready to launch, once the scheme is launched. The questionnaire will garner fans' positive and negative views on the scheme.
- > The Trust will prepare a balanced holding statement in order to launch the questionnaire. **[ACTION: MS]**
- > AH/PF/CD will undertake work to develop some alternative ticketing scenarios (based on both a season card structure and a membership structure) that would assist in informing fans and the club on how they could achieve their objectives in a manner that avoids the scheme's negative aspects. **[ACTION: AH/PF/CD]**
- > PF noted that it is not a 'membership scheme' in the usual football meaning – membership does not confer any voting rights or other involvement in decisions, it is simply a loyalty scheme.

12. Membership Update

MS reported brisk business in response to the issue of membership renewals 48 hours earlier. Current membership is 1,140, it is anticipated that as many as half of current members will rejoin, which is a great outcome given that the name change campaign is over.

13. Middle Child Theatre Project

No update available. GC will contact MCT for an update and report back. **[ACTION: GC]**

14. Treasurers' Report

As per the AGM, the Trust currently has around £9,300 in the bank once creditors are paid. This will grow considerably with the new membership funds now being received.

15. Any Other Business

RR asked that the login name of the person uploading blog posts is removed. MS will investigate. **[ACTION: MS]**

MS noted that all new Board members will be given HCST email addresses in the next 7-10 days. **[ACTION: MS]**

16. Dates of next Board meetings

- > Monday 6th June 2016
- > Monday 25th July 2016



HULL CITY SUPPORTERS' TRUST

OBJECTIVES, AIMS and ACTIONS for 2016

Trust Objectives

Short term – establish our independent offer

1. Influencing the direction of Hull City
2. Broadening our appeal
3. Exploring the opportunities that being a Trust gives us

Long term - to reflect that Hull City is part of a community, not just a business

4. Giving supporters a voice on the Board
5. Bringing benefits to community assets
6. Developing productive relationships with other supporter groups

Trust Aims and Actions

Aim 1: Preserving, protecting and developing the identity and community of Hull City AFC, embodying ambition with tradition

1. Through our participation in the FSF Heritage Working Group, engage with the FA to strengthen its heritage rules (led by Andy Mills)
2. Challenge, through our public statements and the local media, the “name-change by stealth” of Hull City AFC (led by Geoff Bielby)

Aim 2: Leading and facilitating partnership working with Hull City AFC, Hull City Council and other stakeholders

3. Continue the dialogue with Hull City Council about the role the Trust can play (led by Graham Cannon)
4. Represent the views of shareholders and the wider community at the Hull City Fans' Working Group (led by Geoff Bielby)

Aim 3: Acquiring a stake in Hull City and attaining representation on its board in order to exert real supporter influence on the governance of the Club

5. Support national initiatives pressing for legislation to reform football and include supporter representation on club boards (led by Andy Mills)
6. Develop ways to recruit members to the Trust (led by Graham Cannon & Sue Dyson)
7. Grow the Trust membership through recruiting Partners offering benefits to members ((led by Alan Hemingway)
8. Grow the Trust membership through the development of merchandise attractive to members (led by Geoff Bielby in short term)

Aim 4: Promoting the development of the Club through supporter involvement, initiating and leading supporter-based social and community initiatives that engender that involvement

9. Develop the content of the Trust's website and social media platforms to provide up-to-date information about the Trust and the club (led by Andy Mills & Ryan Richardson)
10. Develop the on-line Hull City museum (led by Andy Mills)
11. Plan and deliver a series of events for members (led by Phil Walton)
12. Progress the “Hull City ART Project” in conjunction with relevant partners, in time for COC2017 (led by Alan Hemingway, Phil Walton and Sue Dyson)
13. Progress the “People's Plaques” project in conjunction with relevant partners, in time for COC2017 (led by TBC)
14. Support and publicise Middle Child Theatre Company's Hull City project – led by Graham Cannon)

Aim 5: Actively campaigning at local and national levels on issues that impact on our shareholders and the wider supporter base

15. Support and publicise national campaigns such as Safe Standing and Twenty's Plenty (led by Phil Walton)