

## Silkmen Supporters' Society Ltd

### Minutes of the open meeting of the Board of the Silkmen Supporters' Society

19:45 on Monday 11 July 2016 at MTFC

#### Present

Steve Mundy (Chairman)	George Williams (Deputy Chairman)	Stephen Walker (Secretary)	Bernie Rickman (Membership Secretary)
Myra Cark (Treasurer)	John Abbott	Chrissie Thompson	Andy Mellor
Marie Grundy			

#### Apologies

David Woolliscroft	Jon Smart	
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#### 16/07/001 Welcome and Introduction

The meeting was chaired by Steve Mundy who opened the meeting at 19:30.

#### 16/07/002 Actions from Previous Meetings

- See Board Action Log
- **16/03/005** – Membership Database: complete. Bernie has updated the database to reflect new contact information found during Chrissie's review
- **16/03/007** – Annual Report: complete. The final version has been submitted to Clive for audit
- **16/03/008** – Bernie has not yet completed the change of email address on membership forms and website
- **16/04/003** – Meetings with the Club. Rob Heys has been reminded but has not yet replied to emails re future dates
- **16/04/008** – SilkPlayer: on-going. This will be raised at the next meeting with the Club
- **16/05/003** – Availability of Grants: closed. Steve Mundy has made exhaustive enquiries and he described the responses received. Key issues include the fact that the funding is only available for capital projects (where the bidder must own the ground), or for "softer" projects to do with fan involvement and education. It was agreed that neither of these meet the current needs for MTFC.
- **16/05/009** – FA Cup Ticket Allocation: complete. Rob Heys has confirmed that the Club will meet the commitment
- **16/05/009** – Membership Flyers: complete. 500 flyers have been organised.
- **16/05/009** – Bi-Annual Email to SST Members: on-going. Steve Mundy confirmed that the first of these newsletters will be sent following the August 2016 AGM

- **16/05/009** – Email Programme Notes to SST Members: on-going. This will start at the beginning of the new season
- **16/05/009** – Raising of £10,000 by marketing: suspended
- **16/05/009** – Contact InTouch regarding old and new versions of database: complete (see also membership update below)

### **16/07/003 Elections Update**

Stephen Walker confirmed that the election had been running in accordance with the new Election Rules and under the oversight of the two members who had agreed to act as an Election Management Group.

By the deadline of 22 June 2016 the following completed nominations had been received:

- Marie Grundy
- Andy Mellor
- Chrissie Thompson

Steve Mundy thanked the three members for their submissions and their board membership was approved.

Bernie Rickman had been unable to access the SST website on 22 June and was consequently unable to complete and submit the nomination form. Steve Mundy proposed that Bernie should be co-opted for a further year and should seek formal election in June 2017. Bernie agreed and his co-option was approved.

It was noted that Chris Hulme has resigned from the Board.

There was discussion about the fact that there had been no nominations for new board members, or indeed any engagement from the SST membership as a whole, despite suggestions in the Spring 2016 Survey that board membership should be refreshed.

### **16/07/004 Chris Whiteley (Club Chaplain)**

Steve Mundy welcomed Chris who replaced Howard Stringer as Club Chaplain in April 2016. Chris described his background as a Baptist Minister in Macclesfield for the last 28 years. He has an honorary position which is essentially intended to provide support for the players and staff of Macclesfield Town and to look after the spiritual welfare of the Club.

Both Chris and the Club are affiliated to Sports Chaplaincy UK.

Chris left the meeting following this item.

### **16/07/005 Open Day Feedback and Progress on Actions Arising**

Stephen Walker provided an update on the meeting that took place at Macclesfield Golf Club on Sunday 26 June 2016.

A paper on the steps that will be taken on Communications has been completed and circulated to board members. It will now be posted on the SST website.

Steve Mundy has summarised the priorities with regard to Facilities and a letter has been sent to Rob Heys seeking further information (see also item 16/07/007 below).

Stephen Walker has yet to complete short papers on actions arising relating to Club Governance, Funding and Fundraising and Management of the SST.

**Action 16/07/005: Stephen Walker to complete papers and circulate to board members**

#### **16/07/006 Survey Response (Part 1)**

Steve Mundy described a paper that he has written summarising issues raised in the survey relating to ownership of the Club. This paper was sent to Mark Blower on 04 July 2016 with the aim of discussing it at the Fans' Forum on 07 July, however no response has been received.

**Action 16/07/006: Stephen Walker to press the Club for a response stating that no response will be taken to mean that the Club is happy for the paper to be issued on the SST website**

#### **16/07/007 Potential New Projects**

There was considerable discussion about the 3 projects that had been identified as priorities in the Spring Survey:

- PA/Speakers
- Toilets
- Scoreboard

It was agreed that no decision could be taken on any financial contribution that the SST might make towards these projects until the total cost of each was understood. It was further agreed that review and costing should only be undertaken by the Club (rather than SST engaging 3<sup>rd</sup> parties).

Stephen Walker confirmed that he had already asked the Club for this information as he is awaiting a reply.

**Action 16/07/007: Stephen Walker to request this information from Rob Heys.**

It was agreed that it would be useful for Stephen and Chrissie Thompson to have an early meeting with Rob Heys to discuss this and other issues.

*Post Meeting Note: the meeting with Rob took place at 09:00 on Wednesday 13 July but regrettably Chrissie was not informed as her email address rejected all emails sent to her on Tuesday and Wednesday.*

It was agreed that the £150 funding requested to upgrade the SST bar should be approved subject to the Club providing a costed bill of materials.

#### **16/07/008 Membership Issues (including drive to increase membership)**

It was noted that various comments in the Spring Survey included the suggestion that the SST Board should prioritise the recruitment of more members.

At the Fans' Forum on 07 July 4 people renewed memberships and 2 new members joined.

In September 2015 only 33% of members due to renew actually did renew – so 66% of memberships due lapsed in 2015.

It is likely that current paid SST membership is approximately 125 and, of these, 54 memberships are due for renewal in September 2016. If last year's pattern is repeated it is possible that membership will fall to under 90 in 2016/17.

Stephen Walker has requested that Bernie complete a different membership report for future meetings so that it is easy for board members to understand exactly how many people are "paid up" members of the SST at the time of each meeting. He has provided a new template for Bernie.

**Action 16/07/008: Bernie to complete new report starting with the 15 August 2016 meeting**

Bernie provided an update on the InTouch with Members database. Currently he is using both the old and the new database and maintaining details on each one. He confirmed that he has just started to set up reports on the new database and Stephen Walker offered to assist with this task.

Stephen Walker and John Abbott expressed concern at the falling numbers of SST members which called into question the future existence of the Trust. While significant efforts must be made to ensure that all members renew in September 2016 the focus of energy must be on reaching out to potential new members. There was a discussion about this but no actions arose.

It was felt that the Club could and should do more to promote and encourage membership of the SST and various options were discussed e.g. an SST page on the official website. The SST could have had a more prominent role at the Fans' Forum rather than simply being asked at very short notice to make a brief announcement.

**16/07/009 Finance Report**

John Abbott explained the two reports that had been circulated prior to the meeting. Currently SST has a balance of £4,200 and Steve Mundy suggested that any proposed expenditure should be restricted to £2,700 in order to leave SST with a reserve of £1,500 sufficient funds to meet normal running costs and any possible unforeseen expenditure.

**16/07/010 Lotto Update**

There was discussion about options for the future management of the Lotto and Marie Grundy confirmed that there will be an early meeting between herself, Rob Stirling and Andy Worth.

**16/07/011 Contact with Barrow FC Supporters' Trust**

Stephen Walker described the on-going email discussion he has had with the organiser of the Barrow FC newsletter following the events at the Barrow away game on 09 April 2016. He has proposed that the supporters' trusts from each club should be proactive to help avoid

such incidents in future matches by organising and publicising a get together before the 2016/17 matches (04 October away and 29 November home – both Tuesday nights).

It was agreed that it would be a good idea to take a similar approach for other games involving clubs with supporters' trusts.

**Action 16/07/11: Stephen Walker to provide Steve Mundy with the relevant contact details**

**Action 16/07/11: Steve Mundy to invite Barrow ST to meet SST board on 04 October and suggest a reciprocal meeting on 29 November**

#### **16/07/012 John Askey Shirt Sponsorship**

Steve Mundy confirmed that we have both the home and away shirts that we sponsored in 2015/16 (note that these are actually brand new shirts). It was agreed that one should be offered as a raffle prize at the 15 August AGM and the other should be auctioned via the SST website.

George Williams expressed concern that sponsorship of John Askey's shirts had been extended into 2016/17 without this having been agreed at an SST board meeting. He was particularly concerned that we have other, more urgent priorities, for the use of our limited funds e.g. toilet refurbishment.

It was agreed that sponsorship will not be extended beyond 2016/17 unless this is explicitly agreed at an SST board meeting.

#### **16/07/013 SST t-shirts etc.**

It has been proposed that these should be acquired in order to identify SST board members at events e.g. Treacle Market, Fans' Forum etc.

Options including t-shirts, polo shirts and sashes were discussed.

**Action 16/07/13: Marie Grundy to find out cost of t-shirts**

The Chairman thanked everyone for attending and the meeting closed at 21:50

**The next meeting of the SST Board is scheduled to take place at 19:30 on Monday 15 August 2016. It will be an open meeting and will include the AGM.**