

Silkmen Supporters' Society Ltd

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

19:45 on Monday 14 March 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	Chris Hulme
Marie Grundy	Andy Mellor		

Apologies

David Woolliscroft	Jon Smart
--------------------	-----------

16/03/001 Welcome and Apologies

The meeting was chaired by Steve Mundy who welcomed members and noted apologies.

16/03/002 Actions from Previous Meetings (Steve Mundy)

See also Actions Log on Board Intranet

- **15/06/009: Pen Pictures for Website** - only Jon Smart still outstanding
- **15/11/006 SST Board Election Process:** first draft of the paper will be developed by Steve Mundy over the Easter period
- **16/01/005 Soccer 6's** – it is understood that the Club cannot make the ground available as promised and that this event has been cancelled. Marie Grundy asked that this should be raised at the forthcoming meeting with Barrie Darcey as a funding opportunity has been lost as well as reputations damaged

All other outstanding actions are either complete or appear as new actions at this meeting

16/03/003 Dan Ackerley (New MTFC Commercial Director)

Steve Mundy welcomed Dan to the meeting.

Dan has been in post for three months, working approximately 2-3 days per week on a non-salaried basis. His objective is to raise revenue for the Club via sponsorship. He has had a career in the police service and has worked with Macclesfield Cricket Club.

He has taken on a difficult role with high expectations, no resources and no budget - although there is a lot of potential to increase revenue and improve community engagement. He feels that he and the SST have many aims interests in common. While there is plenty of

support for the Club in the local business community, relationships have suffered due to lack of continuity in the commercial role previously.

Dan's target is to increase the value of sponsorship by 100% and he is making good progress to achieve this. Various events are planned for supporters and commercial organisations including golf days and a Walking Football game at the Moss Rose that will involve a number of well known ex-footballers.

There was wide ranging discussion on a number of issues arising from Dan's talk including:

- Bernie Rickman – it would be good if season tickets holders could get their tickets a little earlier than for the 2015/16 season.
- SST – offer to promote fund raising activities via social media channels and website.
- AFC Macclesfield – this local team currently play home games near Manchester and received no reply from MFC when enquiring about possibility of using the Moss Rose. SST offered to review any proposals that Dan may develop with AFC Macclesfield.

16/03/006 Finance Report

This item was brought forward on the agenda as John Abbott had to leave at 21:00

John described the various papers that he had circulated to the Board prior to the meeting

Lotto – following the recent decision to increase the monthly payment to the Club to £400, it has subsequently been decided to further increase this to £500. There are currently about 270 Lotto Members.

Pledge – despite recent results the pledge currently has a balance of approximately £1,600

16/03/004 SST Member Survey

This has now begun both on-line and via hard copy forms that have been posted to some members as well as being made available at the ground. The survey will be closed after the Grimsby game on Easter Monday.

30 people have completed the on-line form so far.

It was agreed that Steve Mundy would enter the data from the hard copy forms into the on-line system so that results can be collated more easily.

Stephen Walker described the on-line system including the reporting and export facilities that it provides.

At the next board meeting (11 April) the board will consider the results, discuss what actions should be taken and consider how the results should be publicised.

16/03/005 SST Membership Update

There have been no new memberships or renewals in the last month and there are currently only 158 members of the SST – this means that we have lost over 50% of our members in

the last two years. Of these 58 have memberships that fall due for renewal in September 2016.

Work to validate members contact details is on-going.

The new email address for SST Membership has now been created and is working (membership@sstrust.uk)

Action – Bernie Rickman to advise on which forms, documents and web pages need changing to the new address

16/03/007 – Annual Report 2015/16

While it had been hoped that this could be completed and submitted for audit by 31 March 2016, this has not proved feasible. It was agreed that we will try to complete a first draft by 30 April 2016 and that John Abbott would start work on this document as soon as possible. The new target is to complete the report for final submission by 30 June 2016.

Action – John Abbott to develop first draft outline of the annual report and send to Stephen Walker for addition of text

16/03/008 – Player of the Year Trophies

The SST have been asked to sponsor the trophies again this year at a cost of about £150 – this was approved.

Andy Mellor said that the trophy for the Andy Mellor Merit Award appears to have been lost by the Club and has not been located despite various enquiries. It was agreed that this issue should be raised at the forthcoming meeting with Barrie Darcey (21 March 2016).

16/03/009 – Meeting with the Club

The next meeting is due to take place at 18:00 on Monday 21 March 2016. Barrie Darcey will represent the Club and it was agreed that George, Bernie and Chrissie will represent the SST.

George will circulate members with regard to agenda items and the following were agreed at this meeting:

- Need to post weekly Lotto winner on official website more promptly
- Andy Mellor Merit Award Trophy
- Accuracy of programme content – e.g. adverts with expiry dates in 2015
- 3 queries from members received via social media
- People withdrawing from fundraising activities due to individuals receiving free benefits from the Club at home and away games

Steve Mundy said that Martin Hardy (new safety officer) had asked if he could attend the meeting between the SST and Barrie Darcey.

16/03/010 - SST Meeting with Mark Blower

It was confirmed that this has been arranged for Wednesday 16 March 2016, and that Steve Mundy, George Williams, John Abbott and Stephen Walker would represent the SST. It was noted that Mark said that he had received no previous requests to have a meeting with the SST and that he responded positively to this request within 10 minutes of receiving it.

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 19:45 on Monday 11 April 2016 (not 14 March as stated on this meetings agenda) with agenda items and associated papers to be submitted to the Secretary on or before Sunday 03 April 2016.