

Silkmen Supporters' Trust

Minutes of the meeting held on Monday 12th September 2022 at the Pack Horse Bowling Club.

Present:

Patrick Birch (PB)	
Mike Clark (MiC)	
Myra Clark (MC)	Treasurer
Caroline Harrop (CH)	Communications
Bernie Rickman (BR)	Membership
Chrissie Thompson (CT)	
Jon Smart (JS)	

Apologies:

Andy Worth (AW)	Chairperson
Robert Wilson (RW)	SST Secretary
John Abbott (JA)	Finance
Mike Hutchison (MH)	
Andy Mellor (AM)	Disability Liaison

1 Welcome by Chairperson.

The meeting was opened and everyone welcomed at 8pm by the Membership Secretary (BR).

2 Finance.

JA updated the meeting on the finances:

We currently have £7054.00 in our various accounts. Included in this figure is £1235 which we are holding on behalf of the club for the 50/50. I have split the cost of the cash counter between us and the club , but not the card reader. The latter has still yet to be used.

Silkmen Supporters Trust
Bank Accounts
as at 30th August 2022

Opening balance as at 1st July 2021	SST £
Main	8676.56
Reserve	71.27

Paypal	111.04
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8858.87

Movement in period since 1st July

	SST
Main	(1813.05)

Reserve	0.01
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Paypal	9.10
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(1803.94)

Closing Balance

	SST
Main	6863.51

Reserve	71.28
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Paypal	120.14
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7054.93

Silkmen Supporters Trust
Main Bank Account
as at 30th June 2022

Activity since 1st July 2021

Receipts	Main Account
	£

Membership	10.00
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50/50	562.00
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EasyFund	68.25
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Lotto	8.68
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Donation	0.98
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649.91

Payments

I & I (Inios)	61.17
50/50 Costs	139.99
Licence Fee	
Card Reader	46.80
MFC - HUDL	1495.00
MFC – Player Sponsorships	720.00
	2462.96

Net Surplus/ (Deficit)	(1813.05)
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Paypal

Memberships	10.00
Paypal Costs	(0.90)
	9.10

3 Membership.

BR gave an update on the current membership. The number of members is now 339, having cleared out some old members who have not renewed their membership for a good number of years, which is the final total for the Membership year ending on the 30/09/2022.

Having conducted a thorough count of the membership categories, BR finds that the true figure of 327 existing members at the start of the new membership year, of which 177 members are due to renew their membership from the 1st October 2022. Emails will be sent by the end of September to each of the 177 members inviting them to renew their membership.

BR has found a membership card for our members which is has an hardbacked blue linen outside front and back covering, with gold lettering personalising “Silkmen Supporters Trust” on the front and inside showing the member’s and membership number with the opposite page showing details of a 5 year membership form. It was proposed that we initially buy an initial pack of 200 cards for £198.00.

BR has investigating the cost and provision of a SST pin badge, in the form of the SST logo as can be seen on the website and other social media sites. The **Lapel Pins are** 25mm any shape, enamelled 1 to 4 colours, polished front highlights, soft enamel raised detail, nickel plate, clutch pin fitting, i4c Publicity(the company’s mark) mark on reverse, supplied individually bagged. It was proposed that we obtain 100 as an initial order at a cost of £145.00 ex V.A.T., (gross £174.00) plus £10 carriage. A sale price of £3-4 per pin badge has been suggested.

In order to increase membership it was agreed to investigate the production of video interviews with the assistance of club personnel. It was also agreed to more use of the SST youtube video channel. This is still an on-going process.

4 **Fan Engagement.**

It was agreed to sponsor the first league game of the season against Clitheroe. Instead of taking the meals it was agreed that the SST would ask for 3 shirts in lieu (1 x blue, 1 x pink, 1 x mint).

5 **Communications.**

As per para 3 the board agreed to look into conducting video interviews with board members. Hopefully we can persuade Bob Trafford to conduct the interviews..

6 **Website.**

BR has updated the website. The process is ongoing.

The following has been updated and needs constant updating:

League and cup fixture lists.

Volunteers.

Silk Pledge.

SST Board Elections and proposal forms.

Online membership portal.

NPL (W) club updates, (including scores , fixtures and league table).

New Pages – Postcards, Pin Badges

7 **Fundraising.**

50:50. Upto 8 volunteers are required. It has been agreed with the club that the 50:50 sellers will gain free entry. It was proposed that a quicker system of counting tickets sold be looked at and that the prize be paid by bank transfer on the first working day after the game.

It was also discussed that printing costs of 50/50 tickets was proportionally high.

Possibly we should perhaps look at other competitor 's prices in producing the tickets.

Lottery. It is obvious that the SST does not possess the skills to set up a lottery of the size envisaged. It was agreed to defer this matter until next season. The SST Christmas lottery was also was brought up, but it was decided that it was not a good idea to do this year.

Silk Pledge. The Silk Pledge has started from a start date of 6 August 2022, and pledges have started to come in, but more promotion of it needs to be done.. It was agreed that Bob Trafford and Robbie Savage be approached to promote it on one of their weekly podcasts.

It was further agreed to promote the Silk Pledge on Facebook again.

Postcards. RW anticipates that the postcards will go on sale in September. It is anticipated that a card reader will be needed for sales both for the postcards as well as the SST Pin badges. If this is delayed, it was suggested that the postcards could be launched towards Christmas either in its original format or possibly in the form of individual Christmas cards.

8 Any Other Business.

AGM. The AGM needs to be held in the near future. The date (Monday 12th September 2022) for the AGM will need to be postponed as we are not ready for an AGM in that the necessary postings on the website and social media have been undertaken.

It was agreed to put out a call for new board members. Until we get new volunteers we cannot arrange board elections.

Macclesfield FC Football Programmes PB mentioned that the Club is looking at possibly having certain pages in the programme (i.e. Rob Smethurst page, Robbie Savage page, Danny Whitaker page, the Fans page) being sponsored in order to make the programmes viable. The club wondered whether the SST might be interested in sponsoring the Fans page. It was felt that this should be discussed at a full board meeting.

9 Next Meeting.

The next meeting will be on Monday 10th October 2022.