

## Silkmen Supporters' Trust

### Minutes of the meeting held on Monday 10<sup>th</sup> October 2022 at the Pack Horse Bowling Club.

Present:

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

None

#### 1 **Welcome by Chairperson.**

The meeting was opened and everyone welcomed at 8pm by the Chairperson (AW).

#### 2 **Finance.**

JA updated the meeting on the finances:

We currently have £8858.87 in our various accounts. Included in this figure is £1833 which we are holding on behalf of the club for the 50/50. (£1024.08 being carried forward from last season and £809.40 for this season so far) . This means that our net funds available are £6253.96.

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 10th October 2022

Opening balance as at 1st July 2022
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SST  
£

Main	8676.56
Reserve	71.27
Paypal	111.04
	8858.87

Movement in period since 1st July

	SST
Main	(541.37)
Reserve	0.01
Paypal	74.93
	(466.43)

Closing Balance

	SST
Main	8135.19
Reserve	71.28
Paypal	185.97
	8392.44

Silkmen Supporters Trust  
Main Bank Account  
as at 10th October 2022

Activity since 1st July 2022

Receipts	Main Account
	£
Membership	123.00
50/50	1732.60
EasyFund	68.25
Lotto	17.36
Donation	0.98
	1941.59

## Payments

I & I (Inios)	61.17
50/50 Costs	139.99
Licence Fee	20.00
Card Reader	46.80
MFC-HUDL	1495.00
MFC Player Sponsorships	720.00
	<span style="border: 1px solid black; padding: 2px;">2482.96</span>

Net Surplus/ ( Deficit) (541.37)

## Paypal

Memberships	80.00
Paypal Costs	(5.07)
	<span style="border: 1px solid black; padding: 2px;">74.93</span>

### 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 were sent out during the first week of October to each of the 165 members who have registered email addresses inviting them to renew their membership.

As can be seen below 12 people have renewed their membership so far.

### Silkmen Supporters Trust Membership 2022/23

Total was 327 members on the database

as at 10/10/2022

Membership Types	Total	Due for renewal		Actual Renewals		New Memberships		Total	
	Numbers	No.	Amount	No.	Amount	No.	Amount	No.	Amount
Adult - 1 Year	90	86	£860	4	£40	0	£0	4	£40
Adult - 5 Year	66	14	£490	0	£0	0	£0	0	£0
Adult - Life	8	0	£0	0	£0	0	£0	0	£0
60+ - 1 Year	32	30	£150	3	£15	0	£0	3	£15
60+ - 5 Year	86	29	£435	4	£60	0	£0	4	£80
60+ - Life	17	0	£0	0	£0	0	£0	0	£0
Student 18-25	0	0	£0	0	£0	0	£0	0	£0
Under 12	21	11	£0	0	£0	0	£0	0	£0
Under 18	7	7	£35	1	£5	0	£0	1	£5
<b>Total</b>	<b>327</b>	<b>177</b>	<b>£1,970</b>	<b>12</b>	<b>£120</b>	<b>0</b>	<b>£0</b>	<b>12</b>	<b>£140</b>

**Total money received**

**£135**

<b>A total of</b>	<b>163</b>	<b>members are either life members or other members that have paid a membership fee but not due for renewal until 30/09/2023</b>
<b>which includes</b>	<b>9</b>	<b>new long term members from the previous year.</b>

BR has initially ordered 200 hardbacked blue linen outside front and back covering, with silver lettering personalising "Silkmen Supporters Trust" on the front of the membership cards for £198.00.

BR has found a supplier for the SST membership pin badges as reported in last month's minutes. At present nothing has been undertaken, apart from informing the supplier that we are still interested in obtaining a batch of 100 initially. A sale price of £3-4 per pin badge has been suggested so far..

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). No comeback on this has been obtained so far.

#### 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. Still no new volunteers have been found. It has been agreed with the club that the 50:50 sellers will gain free entry. I

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. It was commented that Oldfields used to produce the SST Christmas raffle tickets and Emblazon would also be another possibility for quoting to produce the 50/50 tickets. It was agreed that this will be an ongoing process.

An interesting aside was that normally 50/50 tickets sold in ratio to the gate number is usually 20%, but the Tadcaster ratio was 50% and the Bamber Bridge ratio was 60%.

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 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. In the meantime I had spoken to Bob Trafford regarding this and found out that the Fan's page had already been sponsored by someone else. He had indicated that we should look at the Team's Camera page. During discussions a price of sponsoring a page was as high as £2000 for the remainder of this season and next season which could be paid for on a pro rata basis. It was felt that this price, which was a surprise to us, was too high.

## 9 Any Other Business.

AGM. The AGM needs to be held in the near future. The date (Monday 14<sup>th</sup> November 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.

It was also suggested that a change of direction for the SST into a pressure group, perhaps having a working discussion with the council to discuss the future of the club. RW suggested the possibility of arranging a meeting with Rob Smethurst and also Robbie Savage on the direction and future of the club.

A discussion took place on the Possibility of having a raised disabled area .

## 9 Next Meeting.

The next meeting will be on Monday 14<sup>th</sup> November 2022.