

Silkmen Supporters' Society Ltd

Minutes of the Open Meeting of the Board of the Silkmen Supporters' Society

19:45 on Monday 17 August 2015 at MTFC.

Present

Steve Mundy (Chairman),	George Williams (Deputy Chairman)	David Woolliscroft	John Abbott
Andrew Mellor	Chrissie Thompson	Bernie Rickman (Membership Secretary)	Stephen Walker (Secretary)
Myra Clark (Treasurer)	Marie Grundy		

Apologies

Cathy Pengelly Jon Smart

15/08/002 Actions from Previous Meetings

- **15/06/010 Board Member Pen Pictures** – still outstanding from David Woolliscroft, John Abbott, Bernie Rickman, Myra Clark, Marie Grundy, Cathy Pengelly and Jon Smart
- **15/7/002 Articles for Website** – groups have been approached and articles are expected
- **15/07/002 Moose Tours** – it was confirmed that Moose has decided that the website should not include information about his service

All other actions complete – see actions log on SST Board intranet

15/08/003 Progress During 2014/15 (Steve Mundy)

The Chairman gave a short overview of SST activities and achievements since the last AGM. These included:

- Purchase of MTFC shares (£1,000)
- £250 donation to the MTFC players Christmas event
- Sponsorship of the match against Welling (2014/15 season)
- Donation of match tickets to Macc Juniors
- Sponsorship of the manager's kit
- Silk Pledge raised £1,800
- New microphone for use stadium announcer
- Player of the Year trophies
- Administration of the Super Silk Lotto on behalf of MTFC
- Coach to Altrincham away game
- Christmas Raffle raised £900
- Support for and participation in the Home Ground Project
- Contribution to funding to sign Danny Whitehead (£3,000)
- Volunteers assisted the Club in various tasks and projects

There were questions and comments from the floor to which Steve Mundy responded as follows:

- *Did SST receive shares in return for contributing to the recruitment of Danny Whitehead?* No – the speed and urgency of the arrangement precluded setting this as a pre-condition
- *It is disappointing that shares were not demanded in return for the funding. Acquisition of shares by SST are a sign that we are pursuing an objective of fan-based ownership.* Given the size of share ownership by other parties the SST Board felt that obtaining a significant shareholding was an unrealistic goal at this time. However, it should be noted that the SST did purchase shares during the year and has also received shares donated by SST members
- *SST should not buy shares from the owner but should only buy shares that are not “taken up” or from other shareholders*
- *Were the Club invited to send a representative to this meeting?* No – although Robert Stirling used to attend SST Board Meetings because of the Super Silk Lotto agenda item he no longer does so as bi-monthly meetings have now been arranged between SST and the Club.
- *Are the SST Board aware that the Club have recently recruited 3 paid administrative staff?* This is not an issue that falls within the remit of SST.

15/08/004 Update on SST Objectives

The Chairman also described the new Objectives for SST that were defined in April 2015. This generated some discussion including the comment that, of the nine objectives, only one was a true objective and the others were “service statements”.

15/08/005 Finance Update

Myra Clark and John Abbott provided an update. At the start of the year SST held £5,500 in reserve but, as a result of projects and commitments total funds currently available are just over £2,500.

New memberships are just starting to be received and this will generate additional revenue.

There was discussion about funding raising initiatives including EasyFund Raising.

A member commented that it is frustrating to be asked to contribute funds when the Club are wasting money, for example by not ensuring that existing stewards prevent people without stand tickets sitting in the London Road seats. It was agreed that this should be raised with the Club **(Action SNW to raise with Robert Stirling)**

A member asked why the Club is not raising revenue by charging for car parking on the land adjacent to the corner of Moss Lane **(Action SNW to raise with Robert Stirling)**

A member commented that the Club have not responded to emails sent to the enquires address **(Action SNW to raise with Robert Stirling)**

15/08/006 Membership Update

The Membership Secretary explained that a new membership drive has begun. The membership form has been streamlined. 5,000 A5 flyers, which include a membership form, have been printed and are being distributed with season tickets and via programme sellers, ticket offices, turnstiles and 50/50 sellers.

Of the 426 members on the database 119 are currently active and are not due to renew membership until 30/09/2016. 290 memberships expire very shortly (30/09/2015) and these members will be approached by email and directly to encourage them to renew.

Proposed benefits for members include discount vouchers for use in the Club shop (details currently being finalised with the Club), discounts on room hire at the Moss Rose, FA Cup ticket priority (following season ticket holders).

The Secretary pointed out that, even if all current members renew memberships over the next few weeks, this will only result in new revenue of around £3,000 which would mean that SST have reserves of about £5-£6,000. Without additional fundraising schemes it is unlikely that the Society will have sufficient funds to support a significant number of projects. In addition, it should be recognised that for SST to represent the majority of supporters would require at least 700 members.

15/08/007 Project Proposals – London Road South Refreshments

The Secretary explained that SST have provided £400 to enable the old refreshment kiosk at the south end of London Road terrace to be refurbished and re-opened. This will relieve pressure on the Corner Flag and enable supporters to buy food and non-alcoholic drinks. The SST is waiting for the Club to confirm timescales for completing this work however a member thought that progress had been good and that the kiosk could be open in the next few weeks.

A member asked if this would mean that food would no longer be available in the Corner Flag (**Action SNW to raise with Robert Stirling**).

A member asked why plastic glasses are still the only option provided in the Corner Flag when normal glasses are used in the McIlroy Suite (**Action SNW to raise with Robert Stirling - again**).

15/08/009 Website Update

A written report on progress was provided. The Secretary described the changes that have been made to the current website over the last few months. A new hosting contract that will save money has been agreed. A new website (www.sstrust.uk) is currently being developed and this will replace the current site.

It is important that new content can be sourced in order to make the site useful and interesting and a member suggested that Geoff Knights should be contacted as he has a large archive of interesting material (**Action SNW to contact Geoff Knights**).

Members have been asked (via the website) for ideas for future developments but so far no responses have been received.

The Chairman thanked everyone for attending and the meeting closed at 21:30. A member thanked the Board members for their efforts and emphasised how important it is that the SST structure is in place.

The next meeting of the SST Board will take place at 19:45 on Monday 14 September 2015. Agenda items should be submitted to the Secretary on or before Friday 04 September 2015.