

**Minutes of the meeting of the board of the Silkmen Supporters' Trust
held at the Legh Arms, Knutsford at 8.00pm on Monday 6 September
2010.**

Present:

John Rayner (Chair)
Myra Clark
Jon smart (Treasurer)
Rob Wilson
Andy Mellor
George Williams
David Woolliscroft (Hon Sec)
Sally Brealey, Commercial Officer, MTFC

1. Apologies were reported from Richard Pattrick. The minutes of the meeting held on 2 August 2010 had been confirmed by correspondence.
2. Matters arising not otherwise covered in the agenda
 - The cheque for the purchase of shares (£3000) had cleared and a share certificate was awaited. It was suggested that an on pitch presentation be requested as this took the holding to over 30 000. The share transfer from Congleton awaited formal recognition by the Club.
3. Chairman's points
 - The Chair continued to try to improve liaison with the club and as a result Sally Brealey had been invited to the meeting.
 - The redecoration of the Corner Flag (formerly Blues Bar) was welcomed and appreciated.
 - It was agreed not to produce a calendar for 2011.
4. Treasurer's Report
 - Current financial position. To 21 August, the bank statement showed slightly over £2000.
 - Annual accounts. Complete. For 2011, a detailed and full stock take should be undertaken.
 - HMRC outcome. Correspondence had been received from HMRC confirming the Trust view that corporation tax was not payable. Despite having considerable concerns previously, DW congratulated JS on bringing the matter to a conclusion.
 - Appointment of new treasurer. Myra Clark agreed to act as Treasurer. DW agreed to provide support especially at year end.
 - In view of the considerable investment in the Club by the Trust over the previous 2 years, it was suggested that a short review be included in the next set of programme notes. DW and JS agreed to provide some details for AW.
5. Secretary's Report
 - Meeting with Club (retained until held)
 - AGM outcome. DW congratulated MC on her successful and efficient handling of the AGM.
 - There was a short update on a meeting with Jacqui Forster of SD at the Stockport game. In particular, a SD Training Session for Board members was to be held on 28 November in Manchester. Provisionally, JS and the Chair

agreed to attend; DW and RW had already attended a previous session; JG had attended a truncated version at the 2009 Annual Conference.

6. Web site. Handover and training for a new Webmaster was imperative. The site required refreshment. **Chair/RW**
7. Disability Liaison Officer. AM reported an excellent welcome at Leicester. A meeting with the Club was to be arranged.
8. Media/communications/Canalside **GW**
 - Silk Player. Whilst not an SST responsibility, the Trust nevertheless had a major interest as it provided the volunteer commentators. The broadcast from Accrington had been very poor. It was agreed to try to arrange a contact between a purchaser and one of the commentary team so that real time report on quality could be passed on. It was agreed to try to arrange a "Production" capability – where match day contact between a Silk Player subscriber and one of the commentary team could be established - so that 'real time' report on quality could be passed both to the commentators and to the Service Provider. Rob Wilson proposed his friend Paul Beech.
 - Volunteers were sometimes requested by the club. Whilst the ITWM database could be used to text the mobiles of all SST members, this costs 5p per text per member. An alternative solution could be to encourage our SST members to subscribe to Twitter, where text messages can be sent FREE to subscribers mobile phones.
 - Survey of Canalside programme. GW reported on a first cut of replies. A fuller report would be developed in due course.
 - Reference was made to the SST 'advert' on Canalside – which needed review and updating. **Chair**
 - The Board agreed to act as a postbox for emails for the Club on request (Hon Sec Note: whilst recognising the restrictions of the Data Protection Act)
9. Membership
 - Membership strategy
 - SD 'in touch' software – confirm direct debit. It was agreed to set up the DD (**MC**) and at the same time to seek a sponsor for some/all of the cost. There was a short discussion of the text message facility which needed separate funding.
10. Merchandising – what now? Discussion
 - Previously agreed not to produce a calendar (but SB mentioned the Notts County 'design your own system')
 - Clap banner. Cost needed to be considered BUT it might be worth seeking sponsorship (with sponsor name on the banner??).
11. AOB/date of next meeting
 - SB requested 4 volunteers for the Port Vale game
 - Confirmed that Keith's Bar was open to all in the McAlpine at half-time
 - Next meeting 18 October – venue to be notified.