

BATH CITY SUPPORTERS CLUB

Report of Committee meeting 1 April 2021 (video conference)

Present – Steve Wiltshire, chair (SW), Cheryl Bradley (CB), Graham Weeks (GW), Martin Powell (MP), Shane Morgan (SM), Ashley Davis (AD), Leon Webb (LW), Alison Gibbons (AG), Heather Thomas (HT)

1. Apologies

Martin Brush

2. Sign off of Previous Meeting Minutes

- a. **Action point** – all to think about suggestions for a Christmas Draw and share their thoughts at the April meeting.
 - Covered in Item 11
- b. **Action point** – CB to send request to Jon Bickley for a reminder about Easyfundraising to be included in the newsletter.
 - Completed and has been included in every newsletter since
- c. **Action point** – CB to raise the idea of an Easyfundraising advert in the programme with Bob Chester.
 - Bob happy and suggests the advert is part of the SC page or on a separate page.
- d. **Action point** – CB + LW to arrange for a City shirt to be included as a prize in the virtual draw.
 - Completed

The minutes were adjusted to show that LW had donated a home shirt as he had not purchased one for Bladud this past season. He had sponsored Bladud as usual.

The minutes were signed off.

3. Treasurer's Report

As there was no meeting in February GW contacted the committee on 1/3 to explain that during that month the profit from the Virtual 50/50 draws had been £174.50 and that the two winners had generously made donations to our funds. Our only expenditure during the month was the usual £10 Pledge Standing Order and the annual website subscription.

GW proposed that we donate £300 to the Club for that month which met with approval from the committee.

For March GW reported that the Virtual 50/50 Draw added £284.36 whilst the only expenditure has been £20 (2 x £10) 1st March and 1st April payments for the Pledge.

Given that we shouldn't need any expenses for April he proposed that we give a donation of £300 to the Club.

There was some discussion on the possibility of the SC entering the Shirts Sponsors Draw at a cost of £395 + VAT. This would help to raise the SC's profile, enable it to offer some of the benefits as prizes in draws and would probably appeal to members.

MP will speak to Bob Chester and report back to the committee so that a decision can be made.

4. Club donation

It was agreed to make a payment of £300 once MP has reported back on the above action point. Should there be an entry into the Shirt Sponsors Draw the balance will be paid at a later date.

Update – MP explained that Bob Chester felt uneasy about an entry from the SC due to its closeness to the Club. This was fully accepted by the committee and it was instead decided to donate the £300 to the Club's crowdfunder appeal.

5. Travel Co-ordinator report

CB will ask Berkeleys for coach quotes for next season once our opponents are confirmed at the League's AGM (probably in June)

6. Tea Bar report

SM reported that the Tea Bar had passed the recent structural maintenance inspection.

7. Virtual 50/50 Draw report

AD reported that a recent article in the Chronicle had made mention of the virtual draws and that it had already raised £3180. The committee welcomed this positive publicity for the SC.

He reported that the four draws held since the last meeting had produced profits of £458. The profit for the 13/3 draw was particularly high as the prize was the donated home shirt rather than the usual cash prize.

It was agreed to continue the fortnightly draws over the close season.

MP requested that any items which can be included in the reminder emails to members will be very welcome in order to make them topical.

8. HQ report

SM reported that the HQ had passed the recent structural maintenance inspection.

AD reported that he had recently sold a programme on Ebay for and will wait for future sales before sending the money to GW.

9. Supporters Club Membership report

AG reported that she had removed Neil Sellick's name from the members list following his recent sad passing.

There was some discussion on whether existing members should have a 'free season' in 21/22 because they were unable to watch any matches in 20/21. The possibility of giving them the option of a refund if requested was countered by the belief that this would be difficult to administer via Membermojo. There was also the belief that most members would be happy to write off their payment as a donation to the Club.

It was agreed to continue as normal, with the Membermojo message sent in July requesting renewals be amended to recognise the difficult past year and how grateful the SC has been for the support from members.

It was also agreed to enter all membership renewals into a prize draw.

10. Publicity & Communications report

On 23/2 AD had informed the committee that the website license had recently been renewed.

MP reported that he had been contacted by a member suggesting that the SC's website address be added to emails. This idea has been adopted. It was also suggested that members should be asked for fundraising ideas. While these are always welcomed MP replied that what is really needed are offers to action the ideas.

11. Fundraising & Marketing ideas

There was discussion on the proposals for a Christmas Draw which had been shared with the committee by HT prior to the meeting. There would be a social event in November or December culminating in a grand draw with around ten quality prizes. A buffet would be provided which a friend of HT will organise.

HT had included a list of possible sources for these prizes and a timeline for 2021 showing when tasks would be completed by. The idea is that a small sub group would be formed to assist HT in the organising of this fundraiser.

There was agreement that these proposals deserved very careful consideration and HT was thanked for her contribution. Some of the suggestions put forward included...

- The success of the online draws has shown how vital it is to reach out via the Club Newsletter, email, websites and social media – while the use of tickets may still have a place for those offline the emphasis should be on online advertising and sales.
- The draw may reach out to more if we state that a chosen charity will benefit from a percentage of the profits.
- The Club's relationship with many local companies should be tapped into for the sourcing of prizes.
- The Club can help by showing it is buying into the idea and SM and CB will mention this to the Board.
- There has been a long history of social events at the Club attracting a poor turn out. The possibility of the draw's profits being overturned by a loss making social event must be avoided. If tickets are sold in advance it should be possible to cancel the event if sales are very low.

CB reported that the Easyfundraising total presently stood at £1466.11 with 80 supporters registered.

The SC had recently received a payment of £125 from Easyfundraising.

12. AGM date

MP explained that he would like the AGM to take place before the end of July when current memberships expire. He pointed out that June and early July sees the European championships taking place, with matches shown most evenings on television, and that the Society's AGM will take place on 24/6.

13. Date of next meeting

Thursday 3 June

14. Items for next agenda

Christmas Draw

15. Any Other Business

Bob Chester has received a quote for the framing of Dan Ball's playoff shirt which was sponsored by the SC. It was agreed to follow this up.

It was agreed that we need to remind the programme editor that we require a regular column next season and an Easyfundraising advert.

SM would like an appeal to be sent to members for help at the ground.