

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF THIRTY-SECOND MEETING OF THE BOARD OF DIRECTORS

#### HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON

#### THURSDAY 14 NOVEMBER 2019 COMMENCING AT 7PM

PRESENT

Board Directors: David Allen (Chair); Sally Carter; Andrew Collins; Huw Jones (Secretary);

Observers: Sion Williams;

Apologies: Andy Baker; Simon Baker; Matt Bold; Gareth Brown; Lynn Glaister; Neil Harries; Martin Hughes; Viv Jones; Anthony Lewis; James Lewis; Dan Pearce; Derek Redwood (Treasurer); Matt Sutton;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence DA said he wanted the meeting to focus mainly on CBL communication issues and what CF10 should do next. There were a number of apologies but the meeting was quorate.	
2	Minutes of the Board meeting held on Thursday 17 October 2019 AGREED	
3	Matters Arising and Actions Item 3 - AC reported on the security and accessibility of the membership database. The medium term plan was to have one database located on the website. This couldn't be achieved until the new website was completed. At the moment there were three versions of the database which was not ideal, especially for administration and updating: <ol style="list-style-type: none"><li>1. On AC's personal Google Drive, which only he can access;</li><li>2. A downloaded copy on his personal computer;</li><li>3. A MailChimp list.</li></ol> AC had discussed the matter with AB who was not keen on a single database being located only on MailChimp. Until the new website was complete it was agreed that the current system would continue but with HJ being given shared access to the version on AC's Google Drive. This would reduce the risk of accessibility problems if AC became indisposed. This was actioned immediately after the meeting. Item 8 - DR had decided not to pursue the issue of getting access to the CBL full accounts from Martyn Ryan.	
4	Membership/Marketing	

	<p>4.1 Plan 2019/20</p> <p>Objective 1 - 65 new members had been recruited recently, taking the total to around 750 members. Recently, the North Stand, Blues Lounge and Fan Zone had been targeted around the ground.</p> <p>Objective 5 - AC had completed the Fantasy League and this would be launched ready for Christmas</p> <p>DR had received a response from Cardiff Rugby Supporters Club regarding placing a CF10 article in their newsletter. They had taken the request to their committee, which had voted unanimously against the request. The primary reason for this was that they felt the newsletter was for keeping Supporters Club members up to date with CRSC and Cardiff RFC issues only, and they did not wish to open the gates to requests from other organisations.</p> <p>4.2 Stand Rota</p> <p>Given the challenge of continuing to administer a stand at matches and the fact that membership had increased significantly it was agreed that the stand rota would not be continued for now. However, specific one-off events may be targeted.</p>	AC
5	<p>Cardiff Blues</p> <p>A good response had been received to the recent Communications blog and MH's personal blog. Many supporters empathised with the contents of the blogs and there was little doubt that the continued lack of response from the CBL Board was causing significant disenchantment amongst supporters. It was understood that the shareholders meeting would not be held this month, as proposed, due to issues surrounding the conversion of PT's debt to equity.</p> <p>It was also rumoured that the Supporters Working Group was to be finally established but this was still to be confirmed.</p> <p>CF10 had received no response from AJ or RH to the Supporter Director paper, which was disappointing.</p> <p>The next CF10 meeting with RH was due to take place on Wed 27 November at 4pm. Anyone interested in attending should contact DA.</p> <p>It was understood the next CBL Board meeting would be held on 28 November. Another blog and further tweets following up recent activity would be prepared to keep the 'pot boiling' about supporters' concerns.</p>	ALL
6	<p>Cardiff RFC</p> <p>Discussions were still on-going at CAC about the redevelopment of CAP. The CAC AGM was due to take place on 27 November.</p>	
7	<p>CBSC</p> <p>DA reported that he had recently had constructive informal discussions with CBSC committee about CAP issues and the lack of communication from CBL. It will be interesting to see the operation of the CB Supporters Working Group, involving both organisations, when it is finally established.</p>	
8	<p>Working Groups</p> <p>8.1 Heritage</p> <p>A meeting of the CFRC Heritage Sub-committee had been held last week and the minutes would shortly be available.</p>	

	<p>SC reported on the Sporting Heritage Conference held at Sophia Gardens. SC, DA and SB had spoken about the work being undertaken at CAP on establishing the Cardiff Rugby Museum.</p> <p>The conference had been useful particularly in being able to speak with other delegates about the work they were doing. Some interesting work included the development of memory boxes and memory quilts for individuals with dementia.</p> <p>A second oral history with Alun Priday had been published.</p> <p>Around 100 photographs remained to be digitised.</p> <p>8.2 Communications</p> <p>DA reported that the last 28 days on Twitter had shown significant % increases on the previous period:</p> <p>Tweets 221%</p> <p>Impressions 223%</p> <p>Profile Visits 240%</p> <p>Mentions 330%</p> <p>New Followers had increased by 43 people.</p> <p>MB had made a significant impact since joining the rota. DP continues to provide excellent service through his cross-cutting work, programme notes and various blogs.</p> <p>The next Newsletter is due out before Christmas. Any thoughts on content and contributions would be welcome. Please contact DA.</p> <p>8.3 Welsh Language</p> <p>SW reported that he was awaiting contact from SB regarding which sections of the website should be translated. He agreed to chase him.</p> <p>It had been around 9 months since SW/HJ had met with Cardiff Blues to discuss the Welsh language.</p> <p>Since then there have been significant improvements (signage; Twitter posts; videos; tannoy announcements at matches etc). SW felt it would be beneficial if CB documented this to show change. One area of work yet to be taken forward was Welsh language on leisure wear.</p> <p>The above issues would be included on the agenda for the next CF10/CBL meeting.</p>	<p>SC/DA/SB</p> <p>ALL</p> <p>SW/SB</p> <p>HJ</p>
9	<p>Finance Report</p> <p>DR had submitted a report showing total available funds standing at £1641.76 (£1622.29 in the bank, £19.47 with Paypal).</p>	
10	<p>Governance Action Plan November 2019</p> <p>Immediate issues identified included:</p> <p>9.1 Date of AGM to be established in March;</p> <p>9.2 Accounts for 2018/19</p> <p>9.3 Annual Report 2018/19</p>	<p>DA</p> <p>DR</p> <p>HJ</p>
11	<p>Other Identified Business</p> <p>10.1 Video</p> <p>AC agreed to undertake the post-meeting video.</p> <p>10.2 January Meeting</p>	

	<p>It was suggested and agreed that at the January meeting it would be useful to hold a workshop to discuss/consider CF10's strategy in the event of significant changes taking place in Welsh rugby through PRB or developments directly related to CBL and/or CAC.</p> <p>This would be included as a major agenda item.</p>	DA/HJ
12	<p>Date and time of next meeting Thursday 12 December 2019 commencing at 7pm</p> <p>It was decided to CANCEL the scheduled December meeting.</p> <p>The 2020 diary of meetings would be circulated shortly, when confirmed.</p>	DA