

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF EIGHTEENTH MEETING OF THE BOARD OF TRUSTEES HELD

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

#### THURSDAY 13 SEPTEMBER 2018 COMMENCING AT 7.00PM

#### PRESENT

Board Trustees: David Allen (Chair); Simon Baker; Sally Carter; Fred Davies; Lynn Glaister; Huw Jones (Secretary); Derek Redwood (Treasurer);

Observers: Andy Baker; Martin Hughes (until 1930); Viv Jones;

Apologies: Gareth Brown; Andrew Collins; Neil Harries; Anthony Lewis; Dan Pearce; Matt Sutton;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence DA stating the focus would be the '1000 members' campaign and how the marketing plan supports this aim leading to our communications response.	
2	Minutes of the Board meeting held on Thursday 16 August 2018 AGREED. Thanks to LG for chairing the meeting and to SC for taking the minutes.	
3	Matters Arising and Actions Item 3 – DA would speak with Mike Brown at the CF10/CB meeting about arrangements for opening the Trophy Room on match days. Item 3 - DA noted that there was still no announcement from Cardiff Blues about the date of the shareholders AGM. Item 3 – LG reported that she had had no further success in contacting Cardiff Blues ladies but would continue to pursue	DA  LG
4	Membership Renewals and Recruitment: 1000 members campaign It was disappointing to note that having launched the '1000 members' campaign little activity had actually taken place. Action needs to be discharged when agreed. The Board had previously announced the deadline of 30 September as the closing date for the competition and this date would be retained. However, the campaign and the aspiration to achieve 1000 members would continue for the whole season. The issue of the cost of membership at £5 was raised again. It was agreed that this would be reconsidered, including free membership, in January.	HJ

	<p>DA would discuss the campaign's current situation with AC. It wasn't clear whether CF10 was allowed to distribute leaflets advertising the 1000 members' campaign in the ground. Check with RH</p>	<p>DA/AC DA</p>
5	<p>Marketing Plan 2018 AB introduced the draft Marketing Plan. A great deal of work had been done on the rationale for why people should join the trust but he said that work was still required on targeted measures to specific groups. It was agreed that AB would organise a workshop to take this issue forward involving (DR, HJ, SC and AC). An on-going relationship with Crafty Devil was a possibility and the workshop could be held in Beelzebubs. AB to explore; DA to make an introduction for AB.</p>	<p>AB DA/AB</p>
6	<p>Members Meeting: 17 October (Aim, Content, Roles) Gwyn Prescott had agreed to make a presentation on the history of Cardiff Rugby. This would be followed by roundtable discussions to gauge members' views. Topics could include: ground redevelopment; Project RESET, CB governance and Supporter Director. Questions would need to be focused and feedback would have to be succinct. The Trophy Room would be available following the meeting for tours. There was a need to publicise the date and the content of the meeting. An email to members was required and a series of tweets would need to be drafted for the Comms team. A draft structure for the meeting along with roles would be circulated for comment.</p>	<p>HJ/AC HJ/DP DA</p>
7	<p>General Data Protection Regulations (GDPR): Database Management The position on GDPR is that we have one database with a sub-set of the data replicated on MailChimp. When time allows, consideration will be given to a single online database.</p>	
8	<p>Cardiff Blues: Meeting with Richard Holland 8.1 6 August 2018 Notes of the meeting were distributed 8.2 17 August 2018 It was agreed that DA and HJ would attend the next meeting.</p>	<p>DA/HJ</p>
9	<p>Cardiff Regional Rugby – Political meetings It was understood that a number of MPs had written to RH regarding the importance of having a Supporter Director on the restructured CB Board. It was agreed that a formal request should be made to both the WRU and CB Board to support the appointment of a Supporter Director.</p>	<p>LG/DA</p>
10	<p>Working Groups 10.1 Heritage SC reported that BBC are interested in filming/photographing some of the items in the collection for a programme on the 1905 Wales v New Zealand game. A meeting has been held with Glamorgan Archive with a view to possibly depositing some items, on a loan basis, with them. An article on the</p>	

	online museum is also being published by World Rugby Museum.	
	<p>10.2 Communication</p> <p>A pre-meeting was held and DA will produce a note on the way forward. It was agreed that he would coordinate the Twitter rota; AL would manage the Facebook page.</p> <p>The focus this month would need to be the '1000 members campaign' and the Members meeting.</p>	<p>DA</p> <p>AL</p> <p>DP/LG</p>
11	<p>Cardiff Blues Supporters Club</p> <p>There had been no communication from CBSC regarding a date for a joint meeting despite repeated emails.</p> <p>It was agreed that a face-to-face approach in the Jack Matthews Bar prior to a match may be helpful.</p> <p>(N.B Following the CF10 meeting a date was agreed with CBSC to meet on 8 October)</p>	HJ
12	<p>Supporters Direct and Football Supporters Federation Merger</p> <p>SD and FSF had agreed to merge despite a recommendation to the contrary from the Board of SD. A shadow merger board had been put in place to establish a new structure. The new body's focus would be football only and any other sport would, at best, only have associate membership.</p> <p>There was unlikely to be any benefit to CF10 in being a member of the new body. A formal decision on this matter would be taken in the New Year.</p>	HJ
13	<p>Finance Report</p> <p>PayPal and Supporters Direct</p> <p>DR reported that PayPal is not a practical problem anymore as the money has been withdrawn and put in the bank account. He has been investigating the possibility of changing the legal name of the organisation as this doesn't appear to be an issue with the FSA although SD has some concerns.</p> <p>This issues would be considered further in the New year when the position regarding SD was clearer.</p> <p>DR reported that available bank funds stood at £2,245.03 plus £22.35 remaining in PayPal, making a balance of £2,267.38.</p>	DR/HJ
14	<p>Governance Action Plan September 2018</p> <p>The report was noted.</p>	
15	<p>Other Identified Business</p> <p>On 11 October a football match, Wales v Spain, was due to be held at the Principality Stadium. DA would check access to CAP and consideration would be given to holding the meeting elsewhere the day before.</p>	DA
16	<p>Date and time of next meeting</p> <p>Thursday 11 October 2018 commencing at 7pm (subject to the above)</p>	