

CF10 ARMS PARK RUGBY TRUST

MINUTES OF TWENTY SECOND MEETING OF THE BOARD OF DIRECTORS

HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON

THURSDAY 17 JANUARY 2019 COMMENCING AT 7.30PM

PRESENT

Board Directors: David Allen (Chair); Simon Baker; Sally Carter; Andrew Collins; Fred Davies; Lynn Glaister; Huw Jones (Secretary);

Observers: Gareth Brown; Sion Williams;

Apologies: Andy Baker; Neil Harries; Martin Hughes; Viv Jones; Anthony Lewis; Dan Pearce; Derek Redwood (Treasurer); Matt Sutton;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence As agreed at the previous in December, the focus of the meeting would be the 1000 Members Campaign and the marketing plan, including pricing policy. DA said he would also report on the meeting with Alun Jones (notes previously distributed). Apologies for absence were noted.	
2	Minutes of the Board meeting held on Thursday 13 December 2018 AGREED subject to two minor changes.	
3	Matters Arising and Actions Relevant matters arising were included on the agenda.	
4	1000 Members Campaign, Marketing Plan, Pricing Policy There were currently 666 members. AC led the discussion and said he had prepared a number of papers for the board to review on the G-drive. He had focused on the categorisation of season ticket holders and the possible reasons why some hadn't joined CF10. These included: <ul style="list-style-type: none">• Not interested in the politics of CBL only what happens on the field;• Not aware of what CF10 does;• Not clear what people get for their membership;• Don't agree with CF10 policies;• Concern about personal data;• Possible some may see it as a clique;• Concern about CF10 profile/perception when we get into small minded arguments on social media;• Etc. The meeting welcomed the thoughts and felt that they need more time to consider the papers. There was also a need to dovetail these with the revised	

	<p>thoughts of AB who had been working on a revised marketing plan. Consideration also needed to be given to pricing policy.</p> <p>It was agreed that AC would contact AB and collate and crystallise his thinking with a view to coming back with a joint proposal at the next meeting.</p> <p>If there were any fundamental changes to the cost of membership it was felt important that these be agreed at the AGM in March. There was a need to clarify the legality of no fee as well.</p>	<p>AC</p> <p>HJ</p>
5	<p>Cardiff Blues</p> <p>5.1 Meeting with AJ/RH 19 December 2018</p> <p>It was noted that Alun Jones had made time to meet CF10 representatives before he had taken up post. He had made the point that his objectives and attitudes were very similar to CF10. In fact he had read many of CF10's blogs over recent years.</p> <p>It was agreed that the notes would now be distributed to members.</p> <p>There had been a great deal of speculation in the media and on social media about the recent two day PRB meeting and structural options for the future. Much of this was considered to be inaccurate, although CBL's financial position continued to be challenging.</p> <p>5.2 CF10 and Regional Responsibility</p> <p>A policy paper setting out and defining CF10's role in a regional context was considered. With minor textual changes the paper was approved. This would now be discussed at the next meeting with CBL and included in the Board's Annual Report to be considered at the AGM.</p>	<p>AC</p> <p>HJ</p>
6	<p>AGM 14 March (Structure, Elections, Roles) – Election Policy</p> <p>The AGM would commence at 7pm followed by a Q&A with Alun Jones and Richard Holland at 7.45pm (on condition that there were some decisions emerging from the PRB). The latter would be a joint event with CBSC.</p> <p>The structure of the AGM and roles would be the same as last year. These would be finalised at the next meeting.</p> <p>Elections would be required for the role of Secretary and the two Board member vacancies. Because HJ had a conflict of interest, SC agreed to conduct the election.</p> <p>The option of proxy voting was discussed, but it was agreed that given the timescale and complexity this would not be available this time. However, an electronic process would be investigated and trialled for next year.</p> <p>The Standing Orders for Elections were noted. These required adherence to the following timetable:</p> <p>31 January – Last date for advance notice of AGM and circulation of nomination forms for election of officers (Secretary plus 2 Board members)</p> <p>14 February - Closing date for member resolutions</p> <p>28 February - Closing date for nominations</p> <p>14 March – AGM</p> <p>Information would need to be emailed (and posted to those not on email) to members. HJ would prepare the appropriate documentation and send to AC.</p>	<p>SC</p> <p>HJ/AC/DR</p>
7	<p>Welsh Language</p> <p>Discussion had yet to take place between SW/AB/SB about changes that could be made to the website to incorporate the Welsh Language.</p>	<p>SW/AB/SB</p>

	<p>SW felt that a crucial issue regarding CBL's commitment to the language was whether they would accept 'Gleision Caerdydd' as part of their branding. With decisions being made soon about next year's kit and general marketing it was important that a decision was made soon about branding. This issue would be raised at the next meeting with RH.</p>	HJ/DA
8	<p>Working Groups</p> <p>8.1 Heritage CAC Management Committee had referred the issue of digitising photographs to the Rugby Committee. The latter is due to meet w/c 21 January. Cardiff Blues have further restricted the number of tickets to 25 for access to the Trophy Room prior to the Connaught match. A meeting has been arranged to receive guidance on the development of oral histories.</p> <p>8.2 Communications The December newsletter was successfully edited and distributed. It was recognised that it was a bit long but it was comprehensive. DP has been produced a note on communications which DA will circulate to the Communications Group prior to actions being considered by the Board.</p>	<p>SC/SB</p> <p>DA</p>
9	<p>Supporters Direct With the amalgamation of Supporters Direct and the Football Supporters Federation into a single body, it was agreed that membership of the new body (which only offered associate membership) would not be taken out. Current membership would be allowed to lapse.</p>	
10	<p>Cardiff Blues Supporters Club – 10 December Meeting A further constructive meeting with CBSC had been held. It was clear that both organisations held similar views about the club. CBSC were trying to organise a Q&A with coaches which would be a joint event with CF10. Similarly, CF10's post-AGM Q&A with AJ/RH would be a joint event with CBSC.</p>	
11	<p>Finance Report There had been no movement on either the bank account or the Paypal account since the end of November. The Board noted the final accounts for 2017/18 and agreed that the Chair should sign them. These would be made available for the AGM.</p>	
12	<p>Governance Action Plan January 2019 Significant issues identified in the plan were discussed above.</p>	
13	<p>Other Identified Business None</p>	
14	<p>Date and time of next meeting Thursday 21 February 2019 commencing at 7.30pm</p>	