

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF THE TWENTY FIFTH MEETING OF THE BOARD OF DIRECTORS

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

#### THURSDAY 18 APRIL 2019 COMMENCING AT 7PM

#### PRESENT

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

Observers: Gareth Brown; Neil Harries; Viv Jones;

Apologies: Andy Baker; Fred Davies; David Elsmere (CBSC); Martin Hughes; Anthony Lewis; Dan Pearce; Matt Sutton; Sion Williams;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence In welcoming everyone, DA said that he wanted the Board to discuss the issue of CF10's role in community development, an issue which hadn't been considered in a little while. Apologies were noted.	
2	Minutes of the Board meeting held on Thursday 21 March 2019 AGREED	
3	Matters Arising and Actions Item 5 – A letter has been sent to Life Members explaining the reason for the move to £1 membership and asking anyone with concerns to get in touch. A number of responses had been received to date, all of which had been supportive. Item 8.2 – The March newsletter was distributed successfully. The next one is due in June and needs to be considered at the next meeting	DA
4	Membership/Marketing Plan Membership/Marketing plan discussed and revisions agreed as set out in the annex.	
5	Cardiff Blues – Meeting with RH 15 April 2019 A meeting was held with Richard Holland and Mike Brown on 15 April, a note of which will be circulated in due course. Issues discussed included: <ul style="list-style-type: none"><li>- CBL accounts have been signed but minor issues to be resolved prior to setting up a shareholders meeting.</li><li>- Project Reset. No changes to the PRB since recent disagreements emerged. Appears that CBL will be at best the third poorest funded</li></ul>	

	<p>region and could conceivably be considered the fourth given the Dragons access to non-financial benefits.</p> <ul style="list-style-type: none"> <li>- CBL Governance: AJ is still considering potential NEDs and no formal decision has been made about a Supporter Director. DA had expressed concern and has written to AJ about lack of communication and the importance of such an appointment.</li> <li>- October Open Meeting: this has been agreed in principle and MB is investigating possibility of Sam Warburton speaking.</li> <li>- Supporter Working Group. CB are seeking a meeting with Merthyr and Pontypridd before moving forward on a terms of reference.</li> <li>- Playing Squad: finance is very tight and the squad looks very much like at present. No high profile names are planned to be recruited.</li> <li>- Supporter Behaviour. It was recommended to CB that they needed a much cleared policy on this issue.</li> <li>- Welsh Language. A meeting with MB and Owain Gruffudd including HJ and SW has been agreed to take this forward.</li> <li>- CAP Redevelopment. A meeting to discuss mutual needs is planned between CAC and CBL shortly.</li> </ul> <p>In discussion, there was some concern about the lack of communication from CBL about their vision, strategy and financial challenges. These points continue to be made in meetings with RH but it appears that the new chair has a more conservative approach to communication.</p>	HJ/SW
6	<p><b>Community Development</b></p> <p>In relation to community development, previous discussions had focused upon:</p> <ul style="list-style-type: none"> <li>- Links with the BAME community in Butetown, which CB Community Foundation (CBCF) had agreed to take forward;</li> <li>- Welsh language: currently in progress with CBL;</li> <li>- Dementia: through oral histories;</li> <li>- Heritage: through the online museum, conservation work and articles</li> </ul> <p>There was a need to consider CF10's vision and role.</p> <p>Due to limited resources there were very few things beyond the above which CF10 could do directly itself. However it might be possible to dovetail some work or piggy-back on the work of others, such as CBCF. The following three actions were agreed:</p> <ol style="list-style-type: none"> <li>1. Ensure that any ground redevelopment was inclusive of all disabilities not just those which could be seen. Action: Contact Supporters Direct and Saracens for information</li> <li>2. BAME Action: Contact Cllr Ali to ascertain interest</li> <li>3. CBCF activity, especially related to autism and dementia Action: contact Nadine Griffiths to identify what CBCF are doing or plan to do</li> </ol>	HJ LG DA
7	<p><b>Working Groups</b></p> <p><b>7.1 Heritage</b></p> <p>Digitisation of photographs has been the big challenge. CAC insisted that the originals were replaced in their frames and the copies stored. Originals were only away from CAP for 3 days being copied.</p> <p>The first pilot on 'oral histories' has been successfully undertaken.</p> <p>SC reported that the next Sporting Heritage conference will be held in Cardiff. A</p>	

	<p>paper will be submitted. It was agreed that corporate membership of the organisation would be taken out.</p> <p>7.2 Communications DA had received little response to his recent communications.</p> <p>7.3 Welsh Language A meeting involving Mike Brown, Owain Gruffudd, Sion Williams and Huw Jones has been agreed by CBL, as discussed above. AB is working on moving the CF10 website to Drupal 8 and when this is completed it will enable bilingualism to take place.</p>	
8	<p>Finance Report DR reported that total available funds stood at £1,813.65 (£1,682.07 in the bank; £131.58 with Paypal). Corporate membership of Sporting Heritage was agreed (£90).</p>	
9	<p>Governance Action Plan April 2019 The Corporate Governance Plan was noted.</p>	
10	<p>Other Identified Business 10.1 Cardiff Blues Awards These will take place on 9 May and DR/HJ will represent CF10</p>	DR/HJ
11	<p>Date and time of next meeting Thursday 16 May 2019 commencing at 7pm. HJ and SC gave their apologies for the next meeting. HJ will distribute papers as usual and LG agreed to take the minutes.</p>	HJ/LG

## Marketing/Membership Plan

**Aim:** To focus on recruiting from the season member, occasional ticket purchaser and shareholder base to ensure bona fide interest in Cardiff rugby (vs recruiting from non-fan groups to simply boost numbers)

Objective	Person Responsible	Outcome	By When
1. Target other bars and ground areas (North Stand, Family Stand, CRFC matches) for direct face-to-face sign-ups. CBL approval obtained 15/4	FD to lead but all to contribute	1000 members	Proposal for June Board
2. Determine membership fee from April 2019	AC	Membership fee/share value of £1 agreed at AGM	COMPLETED
3. Develop an alternate sign up route to web or paper options (email/text/call)	AC	Payment over the phone to be allowed and promoted via changed text on application form and flyers.	COMPLETED
4. Try to persuade CBL to mail contact list with CF10 joining info?	DA	Contact MB to discuss mailing contact list	May
5. Offer additional specific member benefits: a. car sticker b. fantasy league	AC	To consider options ready for August implementation.	Costed proposals to June/July Board
6. Rather than get into Twitter scraps, invite internal detractors to meet for an informal chat/beer	Comms. Group	All Board members to contribute where appropriate.	
7. Pilot hand held phone videos on values and manifesto (as per marketing plan)	AC/DA	Short clips post-Board to be produced (pilot at next meeting)	May
8. If CBL Board position is secured, use a major driver for membership	AC		Consider in due course
9. Change focus of Dan's blogs away from match report previews to (perhaps) monthly summary of regional and pathway activity	DP	Reports to start 2019/20 season	September

(Embracing the Future)			
10. Routinely invite members to submit issues/questions for monthly meetings	HJ	To be done via Twitter when minutes posted	Monthly
11. Devise specific strategy for engaging with those not on social media (incl. pitch at shareholder meeting)	DR DA	To consider approach and report back to Board. DA to make pitch	August  When CBL announce date

18 April 2019