

## CF10 ARMS PARK RUGBY TRUST

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

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

#### THURSDAY 21 MARCH 2019 COMMENCING AT 7.30PM

PRESENT

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

Observers: Viv Jones;

Apologies: Andy Baker; Andrew Collins; David Elsmere (CBSC); Neil Harries; Martin Hughes; Anthony Lewis; Dan Pearce; Matt Sutton; Sion Williams;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence DA said the main items for discussion would be an ongoing review of the Membership/Marketing Plan plus a review of our AGM and Cardiff Blues Q&A. DA reported on the recent CAC AGM which had taken place since the last meeting. The tone was more positive than previous meetings and the plan was now to redevelop CAP alone, but in consultation with CBL. DA reported he had also been invited onto Radio Wales to discuss the recent PRB issues including possible mergers.	
2	Minutes of the Board meeting held on Thursday 21 February 2019 AGREED	
3	Matters Arising and Actions Item 4 - Still awaiting publication of CBL's accounts for 2017/18 and the announcement of a shareholders' meeting. Item 4 - The new CB website has been launched and looks very good. It includes a CF10 page, history of Cardiff rugby and history of CAP. Item 8.2 - Informal advice has been received from Simon Thomas that Walesonline would be unlikely to be interested in articles on museum artefacts.	
4	Membership/Marketing Plan See plan in Annex	
5	AGM 2019 - Review Positive comments received about the organisation of the event. Congratulations were offered to HJ on his re-appointment as Secretary and to FD on his election as a board member. Both will serve for 3 years until 14 May 2022. Members agreed unanimously to the introduction of a one-off fee of £1 for membership to cover share purchase. DA has prepared a note to go out to members and life members explaining the reason for the decision and asking anyone with concerns to get in touch. Life	

	<p>Members would retain their title as a courtesy measure though all memberships were now technically for life.</p> <p>The minutes of the AGM have been drafted. Any comments from the Board by Wednesday 27 March so that they can be included in the March newsletter.</p> <p>It was recognised that it was particularly important to have another event following the AGM.</p>	All
6	<p>Cardiff Blues Q&amp;A – Review</p> <p>A note of the Q&amp;A will be prepared jointly with CBSC and distributed. CBL have said that the slides are not available as they have not yet made the presentation to all stakeholders.</p> <p>There was a lack of penetrating questions but it was interesting to see that CBL are proposing the establishment of a Supporters Working Group. Consideration will be given to this when a formal invitation is received and the terms of reference are known. The matter will be raised with RH on 15 April (at 10am).</p> <p>Anyone wishing to attend should contact DA</p>	All
7	<p>Welsh Language</p> <p>SB reported that AB was working on a new version of the website using Drupal 8 which he was hoping could be launched by 1 April. The new site will have full bilingual capability.</p> <p>SW was currently working on some translations for the site.</p>	AB/SB SW
8	<p>Working Groups</p> <p>8.1 Heritage</p> <p>The Heritage Sub-Committee had not met since the last meeting. The focus of work over the coming month will be the development of oral histories and the digitisation of some photographs.</p> <p>8.2 Communications</p> <p>The recent series of tweets around Project Reset had been successful. The main task this month was the production and distribution of the March newsletter. This would include the AGM minutes and Q&amp;A notes. DA agreed to coordinate.</p>	SC/DA/SB  DA
11	<p>Finance Report</p> <p>The audio recorder had been bought for oral histories. Total available funds stood at £1,842.11 (£1,712.07 in the bank; £130.04 with Paypal).</p>	
12	<p>Governance Action Plan March 2019</p> <p>The development of the new website has reduced some risks associated with the Welsh language and the database.</p>	
13	<p>Other Identified Business</p> <p>13.1 CB Community Foundation Quiz</p> <p>Thanks to SB, LG, DR, HJ and DA for their participation in the quiz to raise money for the charity.</p>	
14	<p>Date and time of next meeting</p> <p>Thursday 18 April 2019 commencing at <b>7.00pm. All future meetings will be 7pm.</b></p>	

## 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. Seek CBL approval for this.	FD to lead but all to contribute  DA	1000 members	Proposal for June Board  Raise with RH on 15/4
2. Determine membership fee from April 2019	AC	Membership fee/share value of £1 agreed at AGM Identify documentation to be changed	April  April
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. Develop appropriate wording and add his mobile number.	April
4. Try to persuade CBL to mail contact list with CF10 joining info?	DA	Contact MB to discuss mailing contact list	April
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. Produce videos (involving all Board Members-who can produce these?) on values and manifesto (as per marketing plan)	DP  AC  AC	Highlights package to be produced.  Speak to AL/MH about videoing Short clips post-Board to be produced (pilot at next meeting)	April  April

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 (Embracing the Future)	DP	Reports to start 2019/20 season	September
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 (inc. pitch at shareholder meeting)	DR DA	To consider approach and report back to Board. DA to make pitch	August When CBL announce date

21.3.19