



Bath City Supporters' Society



Meeting Summary

Topic	Committee Meeting	
Meeting Date	26 th Sept 2019	
Location	Twerton Park	
Attendees / Role	JB Jon Blain (Supporter Comms) PB Paul Brotherton (Compliance / Membership Secretary) MC Michael Clayton (Chair) RL Russell Lewin (Observer)	SM Shane Morgan SP Stuart Page SS Steve Skinner (Treasurer) ES Emma Sparks (Secretary) MT Marc Thomas
Apologies	KL Ken Loach	JP James Pullan
Purpose of Meeting	To agree actions / decisions in relation to the governance and support of the Football Club and Society business.	

No.	Description	Status	Who	Date
1.	Approval of previous minutes: August meeting minutes approved	Decision		
2a.	Working Group Update - Commercial: Sponsorship has been received for Main Stand from Able and Imry	Info		
2b.	Working Group Update – Sales and Marketing: Attendances: In line with last season but spend slightly lower. Friendlies: Up on last season Campaigns: The “Because” campaign is not proving to be as effective as the “Start your own tradition” and so is being reviewed. Escalating campaign to newsletters sent to 2,500 subscribers. With 900 opens and wanting to get to 1000. Match alerts receive 1200 opens and want 1500 12 th Oct: Non League day / Student day booked - £2 entry £2 a pint marketing at Freshers Fairs and on buses Social media activity targeting football and rugby fans with reduced rates for ST holders of Bristol City and Bath Rugby Averaging 27 sales & 250 revenue from online ticketing per match			



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	<p>86 purchased tickets for community day but paid less than \$3 average pay was \$3.79 for a ticket</p> <p>Leafleting to local community for the Community day/Student day</p> <p>Shop sales update - When shirts came in did \$1500 early September. Average sale is \$300 at this time of year. Did another excellent day of \$500 when new T-shirt's came in. Nearly always do well when new items come in. Sales are definitely up on last season</p>			
2b.	<p>Working Group Update - Operations</p> <ul style="list-style-type: none"> • 12 new bulbs now installed in floodlights at the Bath End. Many thanks to our volunteers. • Remedial work needed in stadium, yellow lines and running man signs required on floor. Thanks to John Reynolds for providing paint. • Dropped a ground rating from A to B. No adverse implications. 	Info		
2c.	<p>Working Group Update - Football</p> <ul style="list-style-type: none"> • Jerry wants to hold open training with meet the manager session before Xmas as well as after • Ed Tann contacted to organise Bath City Youth coaches training sessions at South Glos Sports college. • Tyler Harvey has left. 	Info		
2d.	<p>Working Group Update - Finance</p> <p>SS has liaised with Paul Williams (Finance director) to gain visibility of club finances and budget for Season 19/20. Main points include:</p> <ul style="list-style-type: none"> • Budgeted loss of £12.4K loss for the season • August profit of £22K was improvement on last year. • Both football and non-football income has increased. <ul style="list-style-type: none"> ○ Need to review bar revenue as not as high as expected. ○ Need to review room hire process to ensure payment up-front • Season Ticket sales up • Constant Cup away fixtures not helping income • Gates for each fixture are predicated and budgeted accordingly. • Specific "drop-dead" date unknown. Important if planning decision is prolonged. 	Info		



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No.	Description	Status	Who	Date
2e.	Working Group Update – Community Community Day went well Joy is improving local engagement - speaking to all the correct people and is visibly a lot more engaged.	Info		
2f.	Working Group Update – Redevelopment Planning: Planning Application hearing now scheduled for 25th September. Club are in constant touch with councillors and planning officials. Society ready to mobilise supporters, when required. Design: Design Team has met once. They are planning a trip to Forest Green Rovers on 5th of September. Martin Powell (SLO) and SM involved Supporters' Consultation owned by Oliver Holtaway and the Supporter Engagement team	Info Info		
3.	Society Committee Roles & Responsibilities Committee now quorate. The following roles voted on and confirmed: Chair - Michael Clayton Deputy Chair & Secretary: Emma Sparks Treasurer: Steve Skinner Membership and Compliance: Paul Brotherton	Decision		
4.	Membership Current membership: 311 283 of these are Community Shareholders Need to improve renewal process: <ul style="list-style-type: none"> • MC & PB currently migrating member details to membermojo system to automate the process. • Free trial of membermojo until end of Oct • Agreed that membership can commence on any date and not restricted to season. Mojo facilitates this. • Different membership types to be considered once membermojo is up and running and renewal cycle complete. 	Info Info Decision		



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5.	<p>Supporter / Member Engagement Promotion of the fact that BCFC is community owned and run. OH / JB have designed and produced posters to display in and around TP.</p> <p>A1 posters to be mounted and displayed on TV gantry and 4 other key positions around the ground</p> <ul style="list-style-type: none">• JB to circulate final designs for review <p>An idiots guide to how to understand the accounts as a lay person is being created.</p> <p>Looking at creating more of a pre match presence and at half time</p> <p>OH is currently also reviewing and refreshing the Society website</p>	Info Decision Action	 JB	 20/Oct/19
6.	<p>Constitution and Standing Order Changes PB presented proposal of scope and approach. Committee agreed to proceed.</p>	Info Decision		

DOTM 31st October 2019