



Whitley Bay FC Supporter's Club

Committee Meeting Minutes

21 August 2019

Attendees:

Doug Parker (DP); Paul Athey (PA); Richard Reeves (RR); Lynn Bone (LB); David Moore (DM); Fred Kelly (FK); Bryan Clarke (BC).

Guest: Duncan Howell (DH) (Commercial Manager)

Board Representative(s): Martin Kelly (MK).

Apologies for absence: Stephen Tyley (ST); Keith Gibson (KG).

Minutes of Previous Meeting:

PA welcomed DH to the meeting then read through the previous minutes. The roof fund indicator is now redundant as most of the money has been spent on a grass cutter. The picnic tables around the ground have been well used so far although some may be a health and safety issue. Dressing room painting needs finishing. The new shed for the raffle and programme sellers has been received but not yet erected. Tickets for the NUFC dinner, kindly donated by MK, were snapped up quickly.

Acceptance of the Minutes as a true record was proposed by DP and seconded by LB.

PA: Sponsorship letters have been distributed around Whitley Bay, Cullercoats, Marden and Tynemouth. There are still a few areas left to do and PA will coordinate. We may change the labelling to ensure impact and are looking at promoting special offers etc.

The bucket collections around the ground have taken £42.51.

KG is making a slow recovery but is still not well.

DP: In the absence of ST, DP read out the Treasurer's Report. The current balance is £1546.77; income was £735.56 and expenditure £1636.81.

DM: We have 43 members and have taken £147 in subscriptions. A letter of thanks for the Board for the contribution to the purchase of goal posts and nets was read out.

LB: The weeds at the far end of the stand will be difficult to remove and we may need a skip. It looks very untidy and needs to be discussed with D Styles. MK will address.

DP: A compliment has been received about the professionalism of the social media posts. DP returned a supporter's mobile phone to him and received a donation of £10 for the roof fund. There has been a decent response to the xmas party tickets.

Since the start of the season, the programme shop has taken £60, the supporter's club shop £421 and the tea hut £1291. 15 Club shirts have been sold (£450) and 15 other items of clothing for £258.

We need to put up a plaque for Tommy Moody and BC agreed to do this in gold. A new cash register is needed as the old one in the shop is broken. SC agreed expenditure of £100. The corporate box needs cleaning prior to being used by the new sponsors. Geoff Smoult has been asking about the next Vase celebration in 2020 and MK will raise this with the Board. BC said that we need some things to keep the children entertained e.g. candy floss, roundabout, face painting etc

RR: Nothing significant.

FK: Nothing significant.

MK: MK suggested that more use was made of communication via WhatsApp. Perimeter advertising and use of the corporate box are important. Use of the ground for beer festivals, film festivals etc had also been suggested. We need to attack local businesses with offers. DH said that there had been a problem with the old LinkedIn page so he has set up a new one; WBFC Ltd. DH thanked all volunteers for delivering sponsorship leaflets. We need to involve more businesses in the journey. LB said that we used to get bad publicity for not paying bills so businesses refused to sponsor us. MK and DH said that they would use their sales experience to try to overcome this. A new avenue (via D Styles) which allows businesses to save on utility bills has been suggested. The club would get a commission of 20% on any savings. Many businesses pay over the odds for gas and electric. DP mentioned the possibility of a getting involved in a similar type of scheme called Easy Funding which gives commission on purchases through Argos etc. There are no updates on the creation of an Executive Committee.

BC: Apologised for not being around when the work on the ground was being done. The home dressing room was locked on Saturday but the away and referee dressing rooms were not. DP is happy to lock the dressing rooms whilst the match is on and MK will make enquiries. After discussion it was decided that a key lock would be preferable. There is a vacancy for the President position following the passing of Tommy Moody. All should think about names for next time.

Meeting closed at 20.30. Next meeting 19:00 on 18.09.19.