

# YEOVIL TOWN SUPPORTERS SOCIETY LTD (Glovers Trust)

Date of Meeting: 28/10/21 @7-30pm.

Those Present.

Brendon Owen (Chair)  
Roger Pipe (Vice Chair)  
Terri Burt (Treasurer)  
Vern Edmunds  
Barrie David  
Mark Kelly  
Ben Wood  
Mike Hudson  
Stuart Tilley (Secretary)

Apologies.

Ross McKendrick  
Ian Perkins  
Roger Pipe will be late.

## **Announcements/Agenda.**

1. Welcome from Trust Secretary.
2. Apologies.
3. Nominations  
Chairman  
Vice Chair  
Treasurer  
Communications  
Membership  
Fund Raising & Merchandise  
Liaison Officer
4. Membership Drive
5. Way forward: Plan A, B or C (Jenkins, Collis or (Priestnall))
6. Any Other Business.

The secretary welcomed everyone to the meeting especially our new board members Ben, Mark & Mike.

The nominations were next on the agenda for all the posts on the board & also some new positions. Vern Nominated Brendon to stand for Chairman for the interim period again. This was seconded, voted on and unanimously carried and Brendon agreed to carry on for the interim period. The secretary thanked him for all his efforts over the last year & handed the chair back to him.

Brendon resumed & asked for nominations for vice chair. In Ian's absence the secretary put forward Roger's name as he had been asked by Ian to do so & was seconded by Brendon. This was voted on & carried unanimously.

The next post was for the treasurer. Vern proposed Terri & the secretary seconded it. Again, a vote was taken & carried unanimously.

Next post was the communications. Secretary put forward Ian's name which was seconded by Mike & unanimously voted for Ian to continue with this position. Brendon also suggested that he felt a second person would be beneficial to assist Ian where by Mike volunteered to be that person & this was agreed. Mike in the mean time had spoken to Ian about him helping if he was reelected for comms.

The next position was for the membership secretary. Brendon suggested that a very important role in what is hoped to be a very successful year ahead may require two people again as a joint role. Mark was proposed & seconded & likewise joined again by Mike as joint membership secretaries.

The next position to be voted for was fund raising & merchandise. Volunteers were asked for, & Vern & Mark volunteered. Brendon also suggested that maybe Ben might like to help out as he has some expertise in this area. All was agreed and the three would give it a go. All three were voted in as joint officers for Fund raising & Merchandise. Vern then spoke about an idea he had for 'An evening with a celebrity & a meal'. This could well make some considerable money for the trust fighting fund. Vern has spoken to a possible celebrity who had given him a possible date for December. After some considerable discussion between ourselves it was decided it was too close to Christmas & we would put it off till the new year possibly March. There were several deciding factors also to take into further consideration like size of venue, large or small and the virus also. Vern going to talk to his celebrity for another date next year.

One more final & new position to be discussed was for a Liaison officer. This position as suggested to liaise with other agencies. Brendon thought that perhaps this could be an excellent position for Ross to be involved with as it ties up very closely with his current career. Terri suggested that as Ross isn't available at times that perhaps another joint venture would be a good idea and suggested Barrie & Ross could work it well as they were also in the London area. This was seconded by the secretary and voted on by all to which Barrie agreed to take the position on with Ross.

That was all of the positions taken care of & voted on.

Roger then arrived to the meeting after having an awful journey home due to road closures & gave his apologies.

#### 4. Membership Drive.

There was some at length discussion on membership & how we should be putting ourselves forward to prospective new members. Ben had put some ideas together that were very concise, more direct & less modest in what we as a trust had been doing.

Barrie thought we should be using all avenues of the media to put our views & to attract new members into the trust. Possibly Brendon's article that read really well & was more historical in things that had happened over the years to YRFC should be aimed at the likes of the Western Gazette or similar media platforms. Whilst at the same time Ben's articles that were more direct hard hitting should be tailored more for on line media release. That would then cover all the available platforms available to us. A general discussion followed about ways we could possibly slice & dice to put it all into the media & bombard them with snippets of info which are taken on board quickly. Brendon's piece is more about the history of the club which will stand out to a different audience but must be covered. Ben suggested we need to cover all of this with all these memories put together to connect with prospective new members as football fans as Roger & himself had suggested.

It was then Brendon suggested to Mark & Mike to push to make 'Yeovil Global'. Some general conversation followed on this topic & other clubs and their membership numbers also how other clubs who had been in crises had gained incredible numbers & some even owning their football clubs now. It was thought that YRFC had in the past not wanted any dealings what so ever with the Glovers Trust and this had held us back in getting higher membership. Some talk followed on how we could encourage more people to become members & easier ways of making membership payments. Ben thought we as a trust needed a simple catchy phrase that in a nutshell tells every one what we do and it hits home with them. Brendon had suggested that as per Ben's idea perhaps we should update our logo. Roger said we need to work our aims & objectives out & agree on them so we can put them out to the membership. Ben agreed we need a strategy with clarity to go forward with. Ben continued that our objectives have to be out there for the membership to understand & if we are talking about driving towards part ownership then this has to be in our remit to them. Roger agreed but said we can only drive one thing at a time because of finance & direction.

Brendon suggested for Mark & Mike to liaise with Adam about the membership register so that the annual renewal dates for membership move forward. We are currently with 'Love Admin' which hasn't been the easiest platform to work with. It is hoped that their upgrade that is expected soon will make a difference if not then perhaps we look at another which is more suitable to our needs. Brendon asked if there was any other talk for membership drive? Terri replied that in her opinion a monthly payment would be the way for us to go in the future would make more money for the trust funds. Ben added that with this type of payment would make it easier for regular payments as well as making occasional lump sums to drive our fighting fund forwards for our share option.

Ben had taken a band that he had been involved with through his career to watch Dagenham V Yeovil game & they had really enjoyed it so much so they had even been talking about on the BBC 6 music radio programme.

Barrie then suggested a strategy group which Roger, Ben, Barrie & possibly Ian were opted onto for ideas.

## 5. Way Forward:

Plan A, B or C (Jenkins, Collis or Priestnall)

Roger & Brendon both thought that this could be part of our strategy. Brendon continued that we have been passive for too long & we now have to move forward with some new ideas swiftly. Brendon also commented that before the trust had begun there had been a silent back sit investor who is YTFC through & through & would anchor into the Simul Sports buy out.

## 6. A.O.B.

Brendon had asked JJ what was happening, his reply was that every thing has been so complicated but should be sorted very soon. JJ had also gone on to say that Simul Sports is up to speed & ready to hit the ground running as soon as.

It had been reported by the YTFC press officer that SP hadn't been seen at the club for 2 months & wasn't expected to be seen there again.

Roger then said that we should be having a zoom meeting with JJ to talk about the financing of the club with him. In discussion with JJ Brendon had some information that the main backer although into football & a fan he was more interested in all the other things we had talked about. These consisted of the wellbeing & mental health of the squad & hoped that YTFC would be used for this in the future & be a leader in these areas.

Simul Sports have to be held to their offer of a trust board member as soon as we are able too & we don't become the JJ fan club. Some discussion followed on this topic and was agreed this would be of the utmost importance once over the line. There then followed some talk on the possibility of a new ground in the future & do we need it & where it may be.

Brendon explained that Steve Sowden of the Yeovil Press had contacted him about sponsorship in the paper for the British Legion appeal again for this year. It was agreed to do so & we could also get some other items in there.

Ian had sent Brendon an e mail from Back to Market who are interested in corporate membership of the trust. It was debated & how much should we charge for this. Barrie in the mean time had been looking on line & it was thought that a minimum of £150 would be a fair price. This was voted on & agreed.

Brendon then went round the table asking everyone about A.O.B any one has.

Mike asked should he not be so vocal on social media.

Brendon's reply was that it was a personal message & providing not using the trust's name it was ok.

Ben asked who ran the trust website as he would like to speak with Ian with some ideas.  
Terri, Nothing tonight.

Vern, only some further chat on the evening with a celebrity.

Brendon had asked when he last spoke to JJ would there be any hold ups if we had a good cup run. JJ's reply was no as any finances made from a cup run belonged to YTFC.

Barrie, nothing tonight.

Roger suggested a meal out together in the new year would be good as our last one had been an excellent night out.

Terri then suggested, when are we going to have a zoom with JJ so that he can meet our new members. It was suggested next Thursday but Barrie thought that may be a bit soon & also Thursdays are not good for Ian. So, for now we are going to let it run & hope that JJ has some important news soon.

Brendon asked for a date for the next board meeting which was decided on.

Next Meeting; Wednesday 24<sup>th</sup> November @7-30pm.

Brendon then closed the meeting.

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