



Bath City Board Meeting

1900 Monday 2 Dec 2024

Hybrid

Attendees:, Nick Blofeld (Chair), James Carlin, Andrew Pierce, Paul Williams, Jane Jones, Pete McCormack, Chris Coles, Shane Morgan, John Reynolds, Gareth Cooper (joined later)

Apologies: Debbie King (guest)

1. Minutes & Actions from last Board & Board Minutes

Reading through the minutes the outstanding actions not covered elsewhere are:

- i) Pete and Paul to liaise ref Society financial help ref Jerry's departure;
- ii) account management for the larger sponsors
 - (ie more than one person dealing with them - Gareth, Nick & Jane)
- iii) sports sponsor model plan (Nick & Gareth)
- iv) we have someone interested in helping with HR, Nick to meet
- v) rota of Dirs/co-opted supporters (eg M Clayton) to help host TRHayes/visiting Dirs
 - Nick & James/Pete to discuss?

Proposer: Shane and **seconded** by Jane.

2. Football

Women's

Jane covered the Women's football and there are 4 more homes league games plus the Somerset Cup game on the 19 Jan. Some of the other teams are training every day. We are mid table and do think it is worthwhile to build stronger links with the Bath Uni's to deepen the squad, we just need a few quality players to build on what we have.

We are beginning to build links with Bristol Rovers and Mills Bellotti is back training with us now. The Dev't Squad are also doing ok and should also finish mid table this season.

A brief and positive discussion was had about having a combined Awards night for the men and women this year and maybe hosting at the BSU as we have good links, they are title sponsors, have good facilities and media savvy students! Small group (Nick/Jane/Gareth?) to start a date/plan!

Jane again flagged how much work and how good Dave, Mark and Matt are and how can we thank them? It was agreed it should be a card plus something tbc, and that Cheryl could also draw up a list of the key volunteer "stalwarts" who should be added to that group to thank and give some recognition.

Jack Loomie won't be helping on social media for the Women's teams as he decided to go travelling.

Men's

Paul covered the Men's football and said Lee (with Christian) would also be applying for the manager's job. The Bristol Rovers loanees extension is tbc but we are hopeful of keeping them, Lee is keen to do so and has spoken to players and their agents. The Torquay players arrangement ends after the Aveley game, so we are also working on those, to extend for 3 months.

The new manager's recruitment process was discussed and agreed, with recognition that it needs to be thorough and professional, but not too long. A long list was to be created by filtering of those we had already received (by Andrew, Paul and Shane) and Nick would then call them to screen them to see if salary or location were issues. We would then have a panel interview (4 Dirs) with a maximum of 5/6, with core questions agreed in advance and scoring criteria/matrix to compare candidates after the interviews are complete. We agreed a 1.5 hour commute should be the maximum.

Actions: Nick to screen top 10; **JR Lounge potential for players families still tbc** (Paul, Shane and Jane?); develop account mgt. set up and sports sponsorship model (Gareth, Jane & Nick).

3. Finance

Paul shared the updated P&L forecast in advance and talked through it.

As ever we do all need to keep working on revenue generating ideas.

Marketing need to focus on sales, especially for the 21 Dec vs. Aveley. We have a tendency to do the more interesting marketing/media things rather than the revenue generating "basics," and do need that sales focus!

We discussed getting BCY involved in promoting the game and Nick will follow up with Robin, as we aren't sure if Andy is still that involved/engaged. Both the Foundation and James may be able to help with a schools push as well. We also said we would try and make this a Christmassy game, with carol singers etc.

Squad Builder needs a push and update to supporters, along with the Lotto.

Lee Kendal is happy to step up in the short-term, to lead the Men's football department, which is good news. John Haile and Lee Williams are also happy to stay on.

Actions: Nick to contact Robin/BCY; all to think about increasing/new revenue streams!

4. Workstreams

i) 3G/Redevelopment –

We still need to keep in touch with BSU re their sports ground plans near Twerton (training centre, 2x3G pitches etc) but also push on with 3G at TP for both revenue and protecting cashflow (e.g. keeping games on in bad weather); the Crowdfunding idea still needs working up but with the other priorities has slipped a little in the short term (new manager/Dirs etc); PST have been in touch with Debbie/Andrew;

ii) Wider Audience – on hold until the new mktg. dir. is in place

iii) Football Strategy Workshop – tbc once new manager/DoF in situ

5. Society & SLO Update

Pete said we had started to get some interest in joining the Board and co-opted roles, and we agreed to give this search another push (eg new Mktg. Dir., Community Director and a new Chair). A volunteer "manager" remains a really useful addition.

James said feedback on the Chair's update had been very positive and asked could we do more like this. Timing/issues around the club made this more relevant/of interest, but we could certainly do more - a face to camera piece ref Dirs and what they do could help supporters understand. It is also time to think about supporter of year and how we do that this year.

Actions: James/Nick to think about interview style piece on website

Commercial and Operations

Gareth said the partners tournament would be 17/18 May and sent an update on the commercial revenue, which all seems on track. Gareth and Nick still to meet/call ref evolving a more traditional sports club sponsorship/partnership model – e.g. official beer, timekeeper, energy supplier, wifi supplier, title sponsor etc.

We talked of the need for a hospitality presence (a rota maybe, not necessarily a Dir, e.g. Michael Clayton?) in the TR Hayes on matchdays for our own members and visiting directors. They could have lunch as a part of the arrangement and bring a friend/contact . Shane said timing of the toilet works was still tbc and **he and John still need to meet discuss the likely structural work needed on the roof, and the fire door to Charlie's urgently needs fixing.**

Re-location/visibility of the shop – still tbc.

Actions: Nick/Gareth to meet ref sponsorship model; hospitality host ideas to be explored (James/Pete to think of suitable senior/experienced supporters/ex Dirs?); John and Shane to meet to discuss the structural issue and potential fixes, and the fire door into Charlie's needs booking in/use another supplier if John's co. too busy.

6. AOB

- i) Final Year BSU students project - "volunteers story" film sounds great, timing?
- ii) **Very aged & broken turnstiles need fixing/replacing!** Is there a second-hand option/route?
- iii) Payment system still tbc – i.e. not using our own phones. Costs c£2k and also discuss with Nik Mason in case he can help;
- iv) Uni of Bath ref solar/sustainable energy meeting – **Cheryl/Paul to send the info they need on energy consumption;**
- v) Cheryl/Nick have discussed creating a list of volunteers/employees by dept to keep up to date
- vi) Nick to get BCY and the Foundation Chairs to join a Board to meet us all and give an update. Robin/BCY confirmed plans for 4g at Lansdown on a recent call;
- vii) Jane to circulate F'tion CEO report.

Date of next Board meetings: suggested 6 Jan, 3 Feb, 3 Mar