

Birmingham Inter-Varsity Club Limited

Board of Directors

Minutes of meeting held on
10 October 2011
At the Old Joint Stock
Temple Row West
B2 5NY

Minutes

Present (X - present)

Chair of Meeting *

Vacant	Chair				
Frank Dawson	Treasurer	X			
Brian Roberts	Membership	X			
Dave Elliott	Weekends Coordinator	X	Jan Horne	Walks Co-ordinator	
Jane Gripton	Sports Secretary		John Gregory	Sports Assistant	X
Peter Norris	New Members/Publicity	X			
Rose Huish*	Secretary	X			
Graham Hankins	Bulletin Editor elect		Graham Hankins	"What's On"	
Ray Parry	Vice President	X	Sandra Win- church	Solihull Rep	
Andy Turton	Vice President	X	Peter Hanna	N.B'ham/Sutton Rep	
Peter Howe	Vice President				
Alan Muddiman	Vice President		Bernie Mud- diman	Halesowen Rep	

No.	Content	Action
1	Apologies – Jane Gripton (from J Gregory)	JG
2a	Minutes of previous meeting For approval	Amendment: item 9 – PN report: 'ad-words' spend to be increased to £75 pm for a 3-month period
Matters Arising		
2b	Membership Secretary: Brian Roberts has agreed to trial this role for 1 month. He will advise the Committee on the degree of commitment/availability he feels able to give to the role after a month's trial/familiarisation. Pete Hands – AGM Booklet: RH sent an electronic copy with a proxy form.	
3a	New Members: the following 4 people were approved as new members: Hilary Brown (AIVC Treasurer); Pam Griffiths; Julie Swalwell; Rony (Ali) Ishac.	PN
3b	Dates for Committee Meetings 2011-12, & 2012 AGM, as follows: 14 November; 05 December; 09 January; 06 February; 05 March; 09 April; 08 May; 07 June; 09 July; 06 August; 03 September; AGM: 13 September. PN has agreed to insert these dates onto AX on behalf of RH. (See attached sheet showing revised dates)	
4	Strategic Targets (for on-going discussion)	
(a)	Increase membership: PN presented stats. on new membership with conversion rates – since April 2011 27 new members have joined. (stats to be tabled); a break-even state is reached with 5 new members pm, assuming a 20% non-renewal rate each year, with 300 members. A better conversion rate has been achieved through 'handling' prospective members more effectively. PN outlined the calculation of the worth of a new member as being £25; this sum increases if the member stays, so over 10 years they are worth £50. If publicity costs £678, then for 28 joiners each is costing £24. PN outlined a source of new younger members through an on-line social website called Meetup.com He had attended the monthly meeting of local group the previous Friday, publicised through on-line messaging.(membership = 700 on-liners*). The web site is run from New York, where the idea originated. A membership fee of £80 is now required from the * "Birmingham Social Meetup Group" which PN suggests BIVC pays, in return for being allowed to invite them to 'Meet Up' one BIVC Wednesday evening each month, and have a presence on the Meetup.com site. The 4 Directors agreed to PN approaching them with this offer. The benefit of this would be to provide an 'injection' of young people into BIVC. Another PN idea, that of approaching 'SPICE' to negotiate introduction to their lapsed members for a fee per member of £20, was put 'on hold' for the time being.	

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(b)	<p>Good variety of events: Reminder that Bulletin deadline is 19th; PN circulated a sheet entitled "Event Targets" – annual, monthly, weekly, targets which could be achieved by encouraging 'ownership' of events to specific club members; the committee to be circulated with the 'ownership' list generated. A decision was taken to publicise the 'Events Targets' in the Bulletin, and e-mail it to members. 'Owners' to be approached by DE & PN to get the idea up & running, though a low-key approach is to be adopted, to give encouragement and support to event organisers to put on further activities.</p>	DE/PN
(c)	<p>Local Groups: The committee acknowledge that the group 'hosts' do the organising, so the idea is that they encourage members of their local group to organise an event, with help from the 'host' – e.g. Pete Hanna to help Brian (Roberts) to get the monthly musical event at the Walmley Social Club up & running, making use as appropriate of a portion of the £100 'float' which the 'hosts' can access, to buy a 'welcome drink' when members turn up at the event. Brian said that Claire Harris has offered to host the Walmley event next month as he can't be present. (A '60's Nite' on 12th Nov).</p>	PH/SW/ AM & BM
(d)	<p>Hire a mini bus: No further requests at present; RH raised the question of payment by participants @ £5 pp – a contribution to the £200 cost. All agree that this is reasonable; PN suggested that the event organiser co-ordinate the 'fares' payment via PayPal. The mini bus initiative will continue, with suggestions for use tabled to FD by Bulletin deadline each month – max. of 1 pm to be funded, with Directors having the final say in the event of a tie. (The scheme was explained to RP – as a newly-elected VP was unaware of the initiative).</p>	
	Forward Planning	
5	<p>AGM outcomes/decisions: RH to type draft of the AGM minutes and circulate to the committee for comment and amendment if required. DE remarked that special motion 4a to create Elected Assistants, had very nearly been carried (74.5% as opposed to the 75% majority required); it was agreed that the quantity of motions may have disinclined members from attending. RH thought that the attendance numbers were similar to last year. All agreed that the venue was appropriate, & use of the screen to project the motions was helpful.</p>	
6	<p>PayPal Update: PN now responsible for making payments to members who use this (spare chequebook supplied to him by RH). PN remarked that Bournemouth IVC are making use of this successfully. Reminder that BIVC can provide an advance for the cost of tickets to cover significant outlay – with Committee agreement. Plenty of lead time required. FD to be approached for finance in these instances.</p>	PN FD
7	<p>Artsfest – Garden House Attendance: Disappointing number of prospective members came on Wednesday 5th although 14 were signed up, possibly the fact that it was a very wet night put people off attending.</p>	

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8	<p>Bulletin for November: Dave Gaussen – Bulletin: he thinks he lacks the technical expertise to take on the responsibility for Bulletin editing, although he has shown tentative interest. RH reported that Graham Hankins has e-mailed her to offer his services as editor. All directors agreed that this is a good idea. DE & AT offered to give any assistance during the hand-over to GH. RH to acknowledge his offer and gratefully accept. His future status to be determined in discussion between him and ourselves, dependent on his preference.</p>	RH
	Progress Reports	
9	<p><u>Weekends</u> – DE: Stackpole, Pembrokeshire, sleeps 26, booked for 3 nights end May 2012 (Whit W/E 1 week later, in 2012 only - Jubilee), rate is £21 pp pn (some single rooms). Foel Ortho, mid-Wales, March 2012, DE to check availability.</p> <p><u>Publicity/New Mems</u> – PN: current full m’ship now 294, 8% increase on same time last year. One pull-up banner stand has been replaced, other awaits new artwork (damaged in artsfest rain). Members continuous survey still on hold – lack of time. Google ad-words: £75 pm spend, now 200 site visitors pm.</p> <p><u>Treasurer</u> – FD: Still no accounts or written report update on the iBike scheme – RH to chase PH for this. Barn Farm – accounts showed incorrect income figure for this. (DE to clarify?) £100 given to Seamie Power for the summer Disco/Karaoke, still no accounts provided from him on this – FD to chase. Data retention: our policy on the data of lapsed members – full paper & electronic records kept for 1 year, then only the name, address and DOB are kept electronically for a further 9 years. (info provided for Brian Roberts). Label printing for paper bulletin envelopes – Janet B has club laser printer for these; possibility that David Gaussen may help; PN to seek a volunteer via AX.</p> <p><u>Sport</u> – JG: issues around closure of facilities on 2 recent Wed nights, suggestion that we obtain specific dates for these occurrences. AX – needs updating for badminton which currently does not feature. RH to check. Some correspondence received from KEGS – JG to check & let members know.</p> <p><u>Ray Parry Working Party</u>: Alan M to be given option of WP membership; a questionnaire to members seeking their views on options/criteria would be a helpful first step – JS has drafted one for consideration.</p>	<p>DE</p> <p>PN</p> <p>RH</p> <p>FD</p> <p>JG RH</p>
10	<p>A.O.B RH has received an offer from Graham Hankins to edit the Bulletin – see item 8. RH to approach the Briar Rose to book their Committee room for forthcoming meetings.</p>	RH
	Date of next meeting: Monday 14 November	Chair: TBA