

Board of Trustees Meeting

Agenda Item	Discussion	Action to be taken	Date by
Welcome	18:40		
Attendance	Steven Allan (SA) Andrew Birchall (AB) [Acting Treasurer] Daniel Burford (DB) [Secretary] Will Forshaw (WF) Dave Lawrence (DL) [Chairman] Alex Moustakakis (AM) {observing} John Stewart (JS) – Arrival 19:49 Matthew Tennant (MT) Peter Walter (PW) [Vice Chairman] Chris Knight (CK) Andrew Henshall (AH)		
Apologies	Matt Cooper		
Minutes from last meeting	No Comments		
Matters arising	<p><u>Accounts</u> AB to write to Beever and Struthers about how to try and ensure that the latest financial figures are available for board meetings.</p> <p><u>Recommend a friend</u> DB indicated that this website update was now in place to implement this.</p> <p><u>Direct Debits</u> CK having trouble getting in touch with SagePay regarding Direct Debits.</p> <p><u>Leaders Reward scheme</u> MT has emailed all co-ordinators about reward scheme and heard back from some coordinators. Details to be finalised by the New Year</p> <p>DL has sent thank you cards to the Coordinators and Board members who have stood down.</p> <p>AB presented the 2015 budget</p> <p>CK to announce that paid walks were available for expired trial members in the next newsletter.</p> <p><u>Board Elections</u></p> <p>DL would like to stand for another year – elected unanimously</p> <p>PW willing and happy to be vice chair for another year – elected unanimously</p>		
Board Elections	<p>DB happy to be secretary for another year – elected unanimously</p> <p>AB happy to be treasurer for another year – elected unanimously</p> <p>DL will bring up role descriptions for each of the Board roles at the next board meeting.</p>		



Finance Update	<p>The Board discussed how the income for OutdoorLads is overstated in the Beevers and Struthers figures.</p> <p>The Board discussed all electrical items being currently held in the unit and it was agreed to check all products and look into what equipment needs refreshing and if there is budget to replace items,</p> <p>A discussion followed regarding possibly moving the date of the Board meetings to allow the financial updates to be available at the meetings.</p> <p>JS arrived at 19:49pm</p>		
Looking Forward	<p><u>Website Update</u> CTI missed their deadline for fixing the agreed major faults that were still not working. As of the 4th November 2014, all these agreed major faults have been resolved.</p> <p>The Board raised the issue with the map on the website.</p> <p>The option to have email notifications switched off will be removed by 5th November 2014.</p> <p>DB told the Board that the issue with Next of Kin has been resolved.</p> <p>Discount codes have been tested and are working.</p> <p>DB went on a day walk to gauge feedback from members regarding the website. Main issues raised were they were unable to find relevant events and the general slowness of the website.</p> <p>The new servers for the website will go up either this week or the next which will speed up the website in general.</p> <p>There is a plan to implement 'did you know' posts on Facebook regarding usage of the new website regularly.</p>		
	<p><u>OutdoorLads 5 year plan</u> MT has asked if basic KPI's are enough to gauge how well OutdoorLads is doing.</p> <p>This was followed by a presentation by MT about the purpose of a 5 year plan.</p> <p>PW said that the 5 year plan is worth doing and is not overly complex.</p> <p>WF followed on from this by saying OutdoorLads works better when focused on a smart goal to work towards.</p> <p>CK also agreed with the 5 year plan and there should be something in place where an aspect is dedicated to the general wellbeing of members.</p> <p>WF asked if it was an idea to raise their five strategic themes and compare. MT agreed with this.</p> <p>The presentation ended with MT wanting everyone to give their own thoughts on where they want the charity to be in 3 years' time by the next board meeting.</p> <p><u>Big Event Support</u> DB wants someone to look at working on current big events. Halloween 2014 got great feedback but with right marketing and publicity could have been a lot bigger and better.</p>		

	<p>It was discussed by the Board that members need to be engaged more and promote to non-members as well. An idea raised was to promote events on online forums, radio interviews, this way non-members of OutdoorLads can also be reached.</p> <p>DB is for the idea of a freelance promoter or a fixed contract. DB went on to say there is room to employ a full time member of staff. However he feels we do not need to add anymore big events.</p> <p>SA made clear that his plan was to have someone who can co-ordinate lots of smaller events taking place over one weekend. DB thinks if we went down the route of a FT employee it would be an exciting route.</p> <p>MT wants to know what jobs can be delegated to CK and AM regarding big events.</p> <p>In general MT is supportive of the idea of employing a F/T member of staff- just concerned about affordability.</p> <p>JS would like to see a business case, options and general information regarding getting a full time member of staff to work on big events and multiple small events before making a decision on the idea of F/T staff for events.</p> <p>JS then went on to raise the fact that we still don't know if members wish to see more big events.</p> <p>WF has told the Board that he is to handle Halloween 2015 and get a group of leaders to handle North Christmas 2015.</p> <p><u>Big Events</u></p> <p>CK thinks there is capacity to grow to two camps in terms of numbers for summer and definitely in terms of profit and generate more revenue for the charity.</p> <p>CK thinks looking into hostel events and particularly Halloween and New Year where we have more issues with and make them more like Easter weekends where members have more choice i.e. similar smaller events.</p> <p>WF mentioned that the plan for Halloween 2015 is to book all 120 beds and also allow camping on site.</p> <p>DL is worried however that we do not have enough demand for big events. He also would like more information about hiring a F/T staff member and see what options are available.</p> <p>DL then raised the idea to document what needs to be done in regards to organising big events i.e. vans, skips and TEN licence.</p> <p>SA left at 21:00pm</p> <p>AB raised the questions whether we have enough resources in the office to help with big events.</p>		
Disciplinary	None		



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AOB	It was agreed to keep the board meeting the same day next month but it may move in the future.		
Meeting closed	21:28		