

Minutes of the CFU Monthly Meeting held on 13th June 2007 at the Cambridge Joint Ex-Services Club, Barnwell Drive, Cambridge.

1) Attendees & Apologies

1. Present:

Dave Matthew-Jones (Chair),	Derek Wick (Treasurer)	Colin Proctor,
Martin Jordan,	Will Jones,	Anton Thacker,
Carolyn Cater,	Shane Kind,	Gary Aytes,
Robert Osbourn,	Carol Looker	Terry Wilby (Minutes).

2. Apologies: Brian Attmore, Justyn Medd, Mark Stuart-Wood, Ben Phillips.

3. Guests: Claire Wombwell, Jez George.

2) Last months Minutes/Matters arising

The minutes of the last meeting were taken as read. When the current CFU website is sorted out minutes will be posted for anyone to read, Anton is waiting for a reply from Peter Stern. Matt Ramsey may be interested; however he is helping with the CUFC website.

There was no monthly Committee meeting in May.

3) Financial

1. Derek reported:

- Approximately £14,200 in the bank, + £212 from Martin +some in the Paypal account + DVD and Calendar money owed by CUFC.
- A new cheque signatories form has been received that requires the names, addresses and date of birth of all Committee members, the form was passed round for those present to complete.
- Dave was waiting for confirmation of the amount of money CUFC owe CFU, he believes it to be between £7k and £8k as over 500 DVDs were sold at £10 each.
- Profit from the Beer Festival had gone straight to CUFC.

4) Membership

1. A new lapsed member list will be generated; it was felt that that concentrating on those whose membership had lapsed in the past 12 months would be worth chasing.
2. Dave and Robert had produced a new letter to be sent to lapsed members.
3. Some of the lapsed members might renew through the season ticket discount scheme, details of those members need to be got from CUFC as soon as possible.

5) CFU-CRC sponsorship

1. Jez gave an update on the CRC team:

- Having the CRC name is frustrating as many people don't understand that the team is CUFC reserves. This is because at Step 5 (the Ridgeons League) reserve teams are not allowed, (Histon and Kings Lynn have reserve teams in the league as they were already there when the rules were amended, no new reserve teams are allowed) so a "new" team had to be formed that would appear to not be connected with CUFC.
- Playing in the Ridgeons league is important for the development of the players, the youngsters have to be able to cope in a men's league if they are to make the step up into the first team.

- It has been very difficult financially, Shane keeps a cashbook showing income and expenditure. CRC do not have to pay to use the Abbey pitch, but do have to pay for stewards etc. Matchday costs are not covered by an average of just 19 paying spectators.
 - Help is required, financially and on matchdays such as manning turnstiles and gates.
 - Referee costs are between £150 and £200 per game.
 - Fixtures, results and match reports are on the CUFC website, but are not very easy to find.
 - Fans create an atmosphere which helps the players.
 - CRC could have bigger crowds than Histon or CCFC in the Conference.
 - The target is promotion; the next league up is the Ryman League North.
 - The core of the team for next season will be stronger with a low turnover of players, and the squad will be better prepared.
 - Parents of players should not do the matchday tasks, this can cause some problems if, for example, the parent leaves the turnstile to watch their son play.
 - CRC had hoped to be self sufficient, but losses have been made up by money from the Youth Development budget.
 - The business turns over £250k a year.
2. Will commented that:
- At the final CUFC home match there were over 6,000 fans, yet there was no tannoy announcement of the upcoming CRC game,
 - The CRC games are not shown on the board at the front of the ground,
 - The CRC half time result is not given out.
3. Dave proposed that:
- CFU grant CRC £2,500
 - CFU become CRC home match sponsors,
 - CFU have a board on the pitch before the game,
 - CFU members get into games for half price,
 - Free entry for Junior U's,
 - Prominent logo on the front of the match programme,
 - Prominent feature inside match programme.
 - CFU would also help with marketing, and with matchday tasks.
4. A ballot was taken on the proposal, and unanimously agreed. Dave asked that to gain maximum publicity the media announcement be staged over a period of time.

6) Events

1. Beer Festival.

Robert reported on the Beer Festival:

- It had been a big success,
- Profit of around £2,000.
- Publicity had been good, but unfortunately had missed the CAMRA newsletter.
- Friday had been mostly CAMRA members and students,
- Saturday had been very busy, especially early on.
- Some people had left after the game that might have attended the beer festival,
- Sunday was slow.

- The Safety Group were happy with the event.
- The next beer festival may be in September, the date is subject to the fixtures and the space in the South Stand still being available (some space is due to be sub-let soon).
- Non-beer alcoholic drinks did not sell very well. Excess stock was sold in the Harris.
- Quite a lot of water and soft drinks were sold.
- Colin has access to the college's bars for leafleting, and can get information on the college's website.
- CFU may have a stand at the Freshers Fair to attract student to the beer festival.

2. Programme Fairs

Martin reported on the recent programme fairs:

- Peterborough had not been very good with only 4 stalls, but had made £30.
- The London event had not been quite as good as in the past, but had made £100.
- Some CRC programmes raised £15 (passed to Shane).
- Stock is needed, preferably 50 years and older.
- Another appeal for stock would be made by the usual media sites.

3. Easter Raffle

Carol reported that:

- CFU covered the costs, sellers groups kept what they sold.
- Way Travel/Junior U's raised £250.
- CUFC Ladies raised £250
- St. Ives U's raised £100.

7) CFU/ Abbey Stadium/Steven Clarke

1. The opening date of the Huntingdon shopping centre (built by Steven Clarke's company) is not known. There is useful dialogue going between Phil Law and the landlord.
2. No reply from Lee Power to the invitation to a CFU meeting, Brian is following this up.

8) FANS Director Q and A

Brian was unavailable.

Will suggested Brian update the committee by email.

9) Marketing Group

1. Junior Us.
 - Will handed out notes (see Appendix)
 - Dave needs cash to pay suppliers for various items (envelopes, postage, laminated wallets).
 - It was suggested Dave have a CFU credit card (CFU has a credit card kept by Derek, it was needed to open a Paypal account).
 - More companies are being contacted with a view to forming partnerships or for sponsorship.

2. Business Club
 - Will handed out notes (see Appendix)
 3. DVDs
 - Will handed out notes (see Appendix)
 - Matt Frost is in discussion with Anglia TV to get copies of big games of the past to convert to DVD to sell.
 - The possibility of a season review is extremely unlikely; the editing time required for all the games is expensive.
 4. South Stand
 - Will handed out notes (see Appendix)
 - Cash is needed for some upfront payments; a budget of £500 per game was agreed.
 5. Media training
 - Gary will arrange with Mark Squires for more media training at CUFC, CFU committee members will be able to attend.
 6. United 100
 - Dave has a press release going out soon.
 - A list of people willing to do work and their skills.
 - Martin will look after the database.
 - There will be a list of jobs that need doing (such as renovating the portakabins).
 - Any suitable contact details to be sent to Martin.
 7. Season Ticket project
 - 50,000 leaflets printed to be given to schoolkids.
 - Season ticket details on one side, Junior U's on the other.
 - Claire/Henry/Carol are sorting out distribution.
 - To be handed out in City centre.
 - To be delivered to the Abbey Ward households.
- 10) CFU Youth
1. Ben may be standing down from the Committee as he is unable to attend meetings.
 2. Claire reported on other events:
 - Gig at The Rock didn't really work, but made between £80-100.
 - A small profit from the Comedy Night.
 - Group are meeting soon to discuss other events, Will asked to be included.
 - CFU Youth had given Jez £500 to cover costs of recent tour.
 - Holly keeps the CFU Youth accounts; there is approximately £500 in the bank.
 - Financial Accounts are to be given to the Committee on a regular basis.
- 11) Future Events
1. Summer Tournaments.
 - Mail shot to 180 teams, 3 responses for 11 teams so far.
 - Jez offered to get involved and has lots of contact details, the event is good for scouting and PR for CUFC.
 - Jez offered to organise the football side including referees.
 - CFU to organise catering etc.
 - Need to use the CUFC players at the event.
 - Meeting next Wednesday at 4pm.

2. Open Day.
 - Dave to contact Heather to discuss suitable dates for an Open Day.
 - Possibly to coincide with kit launch.
 - Possibly have another event following the last game of the season.
3. Golf Day.
 - Lionel has contacted Dave about a golf day, probably not at the Gogs this time.
 - Gary, Lionel and Phil are meeting with the Gogs to discuss some form of discount voucher.
 - Gary is looking for other partnerships who can add value for Season Ticket holders, such as Corn Exchange, The Junction, Arts Theatre, Ridgeons.

12) AOB

1. Gary:
 - Is looking at starting the "A428 U's", based in Cambourne.
 - Possibly arrange travel from Bedford to CUFC via St. Neots and Cambourne
 - Will agreed to find the level of interest through the message board.
2. Anton:
 - Is meeting Peter Stern next week.
 - Only one website is needed.
3. Robert:
 - Agreed to ask the Beer Festival group to take on the organisation of an Open Day:
 - Ground Tours,
 - Bouncy Castle
 - Boing machine,
 - Football skill training,
 - Meet the players.
4. Colin:
 - Has organised the Fixture list posters.
 - Will send out the invoices to the advertisers.
5. Jez/Shane:
 - Need some help in decorating the digs
 - Need a washing machine.
 - Jez thanked CFU for their support of the CRC team and the Youth Development during the year.

The meeting closed at 9:55pm.

Next Scheduled Meeting:

The next regular monthly meeting scheduled for Wednesday 4th July 2007 at the Cambridge Joint Ex-Services Club.

Other meeting dates:

1st August, 5th September, 3rd October, 7th November, 5th December 2007.

Appendix:

Junior U's

We have 512 members at present, just 4 months since launch – a pro rata uptake projecting to 2000 per year. Long terms targets for membership are 1,000 by 2008, 3,000 by 2010 and 10,000 by 2015 – based on the current uptake levels this we feel these targets are achievable and sustainable.

50,000 cards being dropped into local schools, Claire/Dave and others have been co-ordinating this exercise and has already seen many new applications to join as a result.

The 500th member is to receive a free Mascot Package, to be agreed by the club (doubt this will be a problem) which can then be used obviously to further market the Junior U's in the local media. We also have a Wayne Rooney signed shirt – Heather/Gary are looking into ways to utilise this, but are still waiting to get their hands on it!

There was a Junior U's meeting last night to discuss general format, progress and ideas; it was agreed we should produce four newsletters each year which will be on a generic format to include the following:

- Pictures/report from last “event”
- Promotion of next event
- Marketing message for existing members to promote new members (i.e. introduce a friend and get “x” as a reward if they mention your membership number when joining)
- “Message from Marvin” to include update of membership level
- Free to enter competition with Mascot Package as a prize each issue (Word search, simple crossword for example)

It was also decided the 1st event will be “Meet the Players” in July, Carol and Helen to organise with club. The first newsletter to go out in October, with the second events being the “Marvin the Moose Xmas Party” in December.

Funding of the Junior U's is important – establishing partnerships/sponsorship is a big thing going forward and we have a variety of things to “sell”;

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|---|------------|
| • Sponsorship for each event | £500 each |
| • Sponsorship for each newsletter | £500 each |
| • Sponsorship/insert for each birthday card | £500 each |
| • General “partnerships” for the scheme | £1000 each |

Clearly association with the Junior U's is very attractive to local companies as it involves children and local community. This is a fantastic product to sell and perhaps we can all have a think about any companies we might know who could be interested.

Business Club

DMJ, GA, WJ to arrange meeting with HW and PL over the next two weeks to finalise the structure, benefits, with view to launching before the new season. Initial aims are to run the BC along the same line as the Junior U's, 4 newsletters each year, 4 events each year, membership/welcome pack to be sent to each member which affords them benefits they can access via membership alone.

It will be run along the same lines of the above, initial membership benefits to be self managing to facilitate a smooth initiation of the scheme, with a view of the first "Business Club" event being 4/6 months after the launch.

The Business Club will require a start up budget – to include printing of application forms, membership pack printing costs as well as free giveaway item (executive pen I would suggest). I would suggest we take a vote to free up a set amount of money to fund the launch of this scheme and I am not confident it could be done for any less than £1,500.

As with the Junior U's, the Business Club will have the opportunity for partnerships and indeed the long term aim is to instigate "tiers" of membership (Silver, Gold with Free level being Bronze). Also, the four annual events will be run to make a profit – target profit of £1,000 per event (Burns Night, Sporting Dinner etc) to enable the Business Club to be self financing.

"United we Stand" DVD/Magnificent 7

The production of this has been delayed due to the quality of the videos. The Aldershot video has a "humming" sound on it, as well as missing the first 5 minutes. The Dagenham video has no sound on it at all. The Tamworth video is missing the last 10 minutes.

The video's have been supplied to BC Video who are editing/duplicating them, the sleeve design is completed (see example) but we are now waiting for Radio Cambs to provide the commentary of the goals on CD to overlay to compensate for the lack of sound on the Dagenham match – do not want to put an inferior product out as it will damage our reputation, trust and sales of future DVD's.

The limited edition "Magnificent 7" DVD has now sold out, with no further copies being ordered. We ordered a total of 536, of which (allowing for a few which had to be replaced or were given away) indicates a total income of £5,000 from this DVD – taking production costs into consideration this means this DVD has shown a £4,250 profit for CFU, with this to be confirmed by the club in terms of money currently being "held" in trust.

South Stand

As mentioned at the last mini meeting we had at European Villa Solutions, I would like the SSI to be granted a blanket budget for each match next season - £500. We will obviously endeavour for this to be covered in the form of sponsorship, but we need to have the ability to buy things like free give always for the kids, hire a band or such like without having to go to committee approval for a vote each time – this will enable us to work within a budget for the season.

Once the fixtures have come out we will look at the next four games to target – initial thinking, to be discussed with the club, will be to have one “core” Ward and a satellite village for each of the games next season. For example, Arbury Ward plus Bar Hill, Abbey ward plus Newmarket/Ely, in order to penetrate into outlying areas of the City and spread the word further.

Since the last meeting we have had lengthily talks with Peterborough United trust reference them starting a similar scheme at London Road. We had a 2 hour meeting at the Holiday Inn and was all very positive and we continue to be in contact with them offering assistance. Likewise, following a meeting two months ago, Cambridge City will be launching a similar scheme next season, based on our model, and we have requested on both instanced CFU be accredited both in press releases as well as letters to the FA and Supporters Direct.