

Minutes of CFU Committee Meeting held on Monday 7th April 2003
at the Golden Hind, Cambridge

Present: Heather Wilkanowski (Chair)

Terry Wilby

Dave Matthews-Jones

Derek Wick

Eleanor Wick

Brian Attmore

Barry Eley

Carol Looker

Mark Saywell

Ben Yelton

Lionel Webb (Sec)

1. Apologies

Apologies had been received from Nick, Alan, Martin and Justyn.

2. Minutes of previous meeting (held on 5th March at the Golden Hind)

Approved as an accurate record.

3. Matters Arising

- Nick had spoken to Richard Carling about his ideas for raising funds to help with youth player wages and had given the CFU view that we need to concentrate our efforts this year on helping the club repay the loan. Nick reported back that Richard is still looking to organise a draw/lottery to raise funds. The committee has no wish to dampen enthusiasm but recommends that a plan should be put together, with the involvement of an experienced person.
- Lionel has taken 25 copies of the AGM Minutes for interested fans.
- At the Exeter game, CFU are not required to hand out season-ticket packs, this will be done by Youth Football members, in their track suits. It would be useful if CFU could guide families to the South Stand.

4. Finance

In the period under review, CFU received £2474. The most significant changes were an extra £1300 in member pledges and £1057 from the bucket collection for the FA fine, the balance of £117 coming from printer cartridges, mobiles, EPC, and programme sales. Our net assets stand at ca £82,000, made up of £62,000 in CUFC shares and £20,000 cash (after payment of the FA fine). It was agreed that the £1000 cheque for the FA fine should be a big one and should be presented to the club on the pitch. Mark was nominated to do this and accepted.

The committee thanked Derek for another excellent set of figures.

5. Membership

Before the AGM, our members totalled 345, we now have 391, a super increase.

Mark offered to chase the lapsed members **(Action: Mark)**.

Eleanor offered to issue a new/lapsed members list for each meeting

(Action: Eleanor – done).

The CFU flier, which will be put in the season-ticket pack, was being finalised by Graham and Heather. There is a tick-box in the club's s/t brochure which fans can use if they wish to donate all or part of their early-purchase discount to CFU. Visits will be made at regular intervals to the club to view and follow up those who've ticked. Graham is hopeful that the season-ticket/flier initiative could yield as many as 100 new members.

Another aid to increasing membership could be a CFU video, as offered by Sooty.

Action: Barry to follow up with Sooty.

Graham reported that the Membership Team is meeting between committee meetings and will feed back each month.

As a general point, it was felt that it would be a good idea to send a Direct Debit form to new members with the the welcome letter.

6. Communications

The committee acknowledged receipt of Dave's excellent Communications report and the great ideas therein.

At the CFU/CUFC Communications Group meeting, Heather had taken up Dave's idea to have part of the Harris Suite, as a one-off, to sign up new members. Jo was positive about it but didn't think it would be possible, with other commitments, this season. She felt that it would be good to do it twice a year and the committee felt that early in the season and around Xmas would be the best times.

The suggestion to use CFU Membership cards for the Club Loyalty Scheme was referred to CUSA by Nick when Gordon was asking for issues.

The CUFC sunglasses scheme has been put to the Club through the Communications Group. We look forward to seeing progress.

At the next Communications Group meeting, it was felt that we should raise the proposal for Ben's Town Crier article to go into other free newspapers. It can easily be copied by Dave to the Ely Standard, who have requested a 'Fans View' item, and to others. Heather will also ask if the club are planning a fans' forum.

There has been a lot of contact with Chris Gill, the CEN Sports Editor, since the AGM, particularly on the stop-the-fine campaign. Chris has agreed to the CFU having a monthly column. Of course, the caravan has also contributed a lot of publicity. The idea of CFU doing a 2004 calendar should be floated at a Comms Group meeting.

7. Loan Repayment

This had generated a lot of correspondence and we needed to agree our philosophy.

An interpretation of the correspondence seemed to be that CFU were looking at handing over £20k to the club. The club have not asked, nor are CFU intending to offer the club our cash.

Concern was expressed that CFU will be expected to lead the fund-raising campaign, which we are unable to do. The majority view was that club would not ask us to do this – they must lead it themselves and, of course, we would like to help.

Communication on this issue is key and CFU and the club must work closely together. We had understood that the loan deadline was end 2003 but GH has said that the crisis may come earlier, in September. Clearly, there is not long to do anything so the sooner we know the details, the better able we will be to help.

GH has said that there are a number of things going on to help the situation and he will get back to us early in May, so that will be a key time.

The discussion included a review of our structure – were we well set to move things forward for the future? It was felt to have benefited the group when a local person, Heather, had taken over as Vice-Chair and the suggestion was made by some of the committee that, in view of the constraints of Nick's job, we should find a structure which allows Nick to concentrate on his key skills with strategic issues, whilst a local group deals with the day-to-day running of CFU. It was proposed by Graham, as an option, that we should elect Nick to be CFU's President and the committee would vote for a local chairman to deal with the more day-to-day matters. The Committee is unanimous in its wish that Nick continues as the senior CFU person dealing with the club. The proposal would only be progressed and voted on at the next meeting, if Nick is happy with it.

Action: Heather to discuss proposal with Nick.

8. Events

- Youth Tournament will be held on 31st August. Chris Gill is trying to get agreement for CEN to sponsor it. Terry agreed to work with Barry on the organisation.
- Sponsored Big Day will be end July/ beginning August. This will involve other local Supporters' Trusts and, hopefully, will be held at the Abbey, if not then Coldhams Common. As for the Youth tournament, it will need a group to organise it. So far, there is Heather, Terry and Mark.
- Following the success of the five-a-side tournament, Terry is thinking about an adult football tournament, on 3rd/ 10th August. Terry had developed the proposal into a plan, which he circulated. The proposal was well-received but care needs to be taken to keep it separate from the Big Day.
- Fixture List Posters need to be actioned soon, well in advance of the fixtures coming out. We should sign up the headline customers a.s.a.p. Keith Craney will carry on in the Shelfords/ Stapleford/ Sawston areas, working with Lionel on the project in general. Dave and Andy Brand will also participate, as will Mark for the St Neots area. Terry will look after Melbourn etc, as before. Hopefully, Justyn will look after Cherryhinton etc and possibly some Cambridge companies. We need to make it easier to distribute, linking to the community reps which Dave is setting up.

Action: Heather to do a letter, making it easy to renew.

- Dave was commended for his 'Turning the County Amber' initiative. He will be meeting Graham Eales after the Exeter game.
- The Golf Day will be held in July this year, separate from the JT event.
- CFU members are participating in a number of other events, for which a share of the proceeds will come to CFU. Ben is participating in the Great North Run, Justyn is doing the '3 Peaks climb' and Ben will do a sky dive, which Mark is considering doing too. The committee wishes good luck to all!

9. Next Meeting

At the Golden Hind on 7th May, at 8pm. It is intended that the May meeting will be made open for representatives of other supporter groups, eg Royston, as well as the long-established groups, to join us.