



**Committee Meeting ~ 10 August 2019, 10:00
BMM, Gaydon, CV35 0BJ**

Agenda

Apologies

- 1 Previous Minutes ~ Adoption & Matters Arising**
 - a. Committee Mtg: 6-Jun-19

- 2 Committee Matters**
 - a. Future IT Support (MH/RS)
 - b. Use of Skype (ML)

- 3 Financial & Membership Update**
 - a. Current position (PB)

- 4 Event Reports**
 - a. TVRCC Silverstone Classic: 26~28-Jul-19
 - b. TVRCC Hants Beaulieu Supercar Weekend: 3~4-Aug-19

- 5 2019 Events**
 - a. TVRCC Broughton Castle: 25-Aug-19
 - b. TVRCC Ashby Castle: 26-Aug-19
 - c. TVRCC Classics at Cosford: 7~8-Sep-19
 - d. TVRCC Yorkshire Sculpture Park: 21~22-Sep-19
 - e. NEC Classic Car Show: 8~10-Nov-19 (NB et al)

- 6 2020 Events**
 - a. Track Day(s) RS
 - b. TVR Racing Festival (GW/RS)
 - c. National Event(s) (ZM)
 - d. Travel Club Offers (ZM)

- 7 Marketing Report**
 - a. Membership Survey (NB)

- 8 PR Report**
 - a. Chris' Report (CW/ML)

- 9 Regions**
 - b. Regions & RO update (FH)

- 10 Sprint**
 - a. Sprint Team Update (MO)
 - b. Advertising (AH)

- 11 Members' Benefits, Merchandise**
 - a. Merchandise (AH)
 - b. Dealers' Incentive Update (RHH)
 - c. Website: Listing of Suppliers (RS), TechWiki (RHH/PC)

- 12 Points from Posted Reports & AOB**
 - a. TBA

13

Dates for Future Meetings

See Availability Chart

28-Mar-20: AGM, Kestrel Suite, BMM, Gaydon

Mervyn Lerner
Club Secretary

Minutes

Present: Richard Sails (RS), Mervyn Larner (ML), Paul Blackwell (PB), Andrew Henry (AH), Nigel Bromley (NB), Ray Harris-Hawkins (RHH), Zoe Mortimer (ZM), Ralph Dodds (RD), Fred Heddell (FH), Mandy O'Neale (MO)

via Skype Chris White (CW)

Apologies Mike Hardy (MH), Graham Walden (GW)

Attending: Paul Calland (PC), John Waters

- | | | Action(s) |
|----------|---|---|
| 1 | Previous Minutes ~ Adoption & Matters Arising | |
| | a. Committee Mtg: 6-Jun-19 | |
| | The minutes were agreed & OK to be posted on website.
Matters Arising are included on the Agenda. | ML/PC |
| 2 | Committee Matters | |
| | a. Future IT Support (MH/RS) | |
| | Steve Thomsit has confirmed his willingness to take on the role. Mike & Steve are discussing the hand-over etc. Mervyn to invite Steve to our next meeting. | MH/ML |
| | b. Use of Skype (ML) | |
| | BMM have moved us to a different room to ensure Skype is available. | |
| 3 | Financial & Membership Update | |
| | a. Current position | |
| | Paul presented his report. Membership Fees are currently ahead, but Advertising income & Merchandise sales are below budget. The business climate is challenging and next year's advertising budget will need to be reassessed. Direct Costs are within budget, Indirect costs are below budget.
The Club's investments are in line with last September.
Membership is 4732, with 9 Junior Members. The Office have surveyed non-renewals which resulted in some (9/26) renewing. 9/26 had sold their TVR. Others were for financial/various reasons. This follow-up process to be continued, Paul to discuss with Office Manager.
Committee members need to start thinking about their budgets for 2019-20. Particularly Events, Advertising & Merchandise.
The Club Office lease is due for renewal, Paul to post on the Forum asking for a solicitor member who would be willing to review the new lease for us. | PB
ALL
PB |
| 4 | Event Reports | |
| | a. TVRCC Silverstone Classic: 26~28-Jul-19 | |
| | Another wet year. Very large turnout of TVRs. Overflow parking was needed. Paul will write a report for Sprint. | PB |
| | b. TVRCC Hants Beaulieu Supercar Weekend: 3~4-Aug-19 | |
| | Mervyn will ask Hants RO/DRO for a report for Sprint. | ML |
| 5 | 2019 Events | |
| | a. TVRCC Broughton Castle: 25-Aug-19 | |
| | A 1 day replacement for Blenheim Palace. Similar organisation via Office. | AB |
| | b. TVRCC Ashby Castle: 26-Aug-19 | |
| | A 1 day replacement for Blenheim Palace. Similar organisation via Office. | AB |
| | c. TVRCC Classics at Cosford: 7~8-Sep-19 | |
| | Neil Russell is leading the organising team and producing a booklet which PC is designing & printing. Andrew to contact Neil over sponsorship. Richard to contact Neil about promoting the event. Nigel to promote on Facebook. | AH/PC
RS
NB |
| | d. TVRCC Yorkshire Sculpture Park: 21~22-Sep-19 | |
| | Similar to 2018's event. Mervyn will apply for CoE. | ML |
| | e. NEC Classic Car Show: 8~10-Nov-19 | |
| | Andrew is negotiating a sponsor's info-point on our stand. Paul is doing a draft stand layout. Nigel to obtain cars, the owners of which are happy for visitors to sit in & try to include high mileage cars to counteract negative perceptions. Have T/polo shirts with "Talk to me about TVRs" logo? | AH
PC
NB
NB/AH |

6	<p>2020 Events</p> <p>a. 2020 Cadwell Park This year was very successful with 65 cars. Agreed to repeat in 2020. Richard would also like a “no noise limit” venue.</p> <p>b. 2020 TVR Racing Festival Agreed in principle. Need to hold later in the year? Do more to increase race entries, sponsorship & trade stands.</p> <p>c. 2020 National Event Zoe will co-ordinate a return to Millbrook as in 2015. Could we have Club “track day” insurance for this venue? Paul to discuss with our club insurers ~ Classicline.</p> <p>d. 2020 Travel Club Events Events from Fasttrack Tours, Drive Espana</p>	<p>RS/PB RS</p> <p>GW/RS/AH</p> <p>ZM</p> <p>PB</p>
7	<p>Marketing Report</p> <p>a. Membership Survey Richard has scanned all the responses, electronic copies available.</p> <p>b. See Nigel’s Report See particularly sections on Target, Position & Objective. Discussion on growing the brand led to a discussion about the Club logo. Richard to approach TVR Automotive about possible changes. Nigel wants “engine/exhaust” soundclips.</p>	<p>ALL</p> <p>ALL</p> <p>RS ALL</p>
8	<p>PR Report</p> <p>a. See Chris’s Report Chris has established a list of automotive journalists etc. Now has hundreds of high quality photographs via Jon L. Submitted two draft articles to “Modern Classics”. Completed application for March’s NEC Restoration Show. Do press releases about Stewart Halstead, IoW £10k charity donation.</p>	<p>CW</p>
9	<p>Regions</p> <p>b. Regions & RO update Fred has had reliability issues with ROCo emails. Discuss with Paul. West Scotland Region is reforming. The RO Reports word allowance is causing some concern. Fred & Mandy to suggest changes at the AGM.</p>	<p>FH/PC</p> <p>FH/MO</p>
10	<p>Sprint</p> <p>a. Future Content See August editorial about recruiting articles etc. 5 Applications for Chimaera sub-editor, Mandy will ask for sample articles.</p> <p>b. Advertising (AH) We are in a difficult business climate. Andrew has contacted 38 possibles of which 12 are interested. Firms are cutting back on discretionary spending, wanting tangible benefits. We’re offering not just copy space, but a mutual benefit partnership. Convert ads into sponsorship? “Deadspace” adverts to be offered to small companies on a one-off basis. Be v.price flexible on short term advertising. Long term advertisers need to feel cherished. Offer them a full sponsorship package which includes advertising?</p>	<p>ALL MO</p> <p>AH AH AH/PB</p> <p>AH</p>
11	<p>Merchandise, Members’ Benefits, Sponsorship & Marketing</p> <p>a. Merchandise 4~6 new items being planned for NEC Show. Paul is negotiating a discount fuel card with a major supplier.</p> <p>b. Dealers’ Incentive Membership Update Ray confirmed all packs have been distributed. Impact not yet known.</p> <p>c. Website: Listing of Suppliers, TechWiki Richard is working on this idea. Add to next agenda. Felt we don’t have the time resources to develop a TechWiki unless person suggesting the idea is willing to do & run a pilot site.</p>	<p>AH/PC PB</p> <p>AH</p> <p>ML/RS</p> <p>RS</p>

12 Points from Posted Reports & AOB

a. FBHVC Membership

Whole Club membership is far too expensive, but Mervyn feels at least one Committee member should be a member. He will discuss with Paul.

ML/PB

13 Dates of Future Meetings

23-Nov-19: Committee, BMM, Gaydon. TBC

25-Jan-20: Committee, BMM, Gaydon. TBC

28-Mar-20: AGM, Kestrel Suite, BMM, Gaydon

ALL

Meeting closed at 15:15

**Mervyn Lerner
Club secretary**