



Committee Meeting ~ 26 September 2020, 14:00
using **zoom**

Agenda

Apologies

- 1 Previous Minutes ~ Adoption & Matters Arising**
 - a. Committee Mtg: 22-August-20

- 2 Financial, Office & Membership Update**
 - a. Current Position (PB)

- 3 Draft Marketing Plan ~ Update**
 - a. Chimaera & Insurance (AH)
 - b. 2021 Calendar Events (ZM/KT/NvB/GW)
 - c. Heritage Assets (ML/RS)
 - d. Social Media Plan (MP)
 - e. Sprint Features (MO/RHH)
 - f. RO zoom Meetings (RS/FH)
 - g. New Club Logo (RS/AH)
 - h. Review Finances & Budget (PB)

- 4 Points from Posted Reports & AOB**
 - a. S3C Restoration

- 5 Date(s) of Future Meetings**

Committee: TBA
AGM: 27-Mar-21, BMM, Gaydon

Mervyn Lerner
Club Secretary

Minutes

Present: Richard Sails (RS), Mervyn Lerner (ML), Paul Blackwell (PB), Ray Harris-Hawkins (RHH), Graham Walden (GW), Fred Heddell (FH), Zoe Mortimer (ZM), Andrew Henry (AH), Steve Thomsit (ST), Karen Thomsit (KT), Nev Butler (NvB), Mark Tickle (MT)

Apologies Mandy O'Neale (MO), Nigel Bromley (NB)

Richard asked Paul Blackwell to take the chair as host of the meeting.

1 Previous Minutes ~ Adoption & Matters Arising

a. Committee Mtg: 22-August-20

The minutes were agreed & OK to be posted on website.
Matters Arising are included on the Agenda.

Action(s)

ML/PC

2 Financial, Office & Membership Update

a. Current Position

Paul presented his 31-Aug-20 report. Due to widespread cancellations or postponements, event income & costs distort the results. Membership fees & Merchandise sales are ahead of budget, Advertising is behind. Direct & Indirect costs are below budget. Investments have recovered to Sep-19 levels. Next week is our year end and Paul will present a 2020~21 Budget at our next meeting. Everyone to submit their desired spending to Paul ASAP.

ALL

3 Draft Marketing Plan

a. Chimaera & Insurance

Andrew has done further research into storage & running costs. He believes strongly that a logo'd Chimaera would be a real, unique promotional asset for our Club. Concerns were expressed about member's perceptions of such an action and effective widespread visibility. It was agreed that any decision(s) should be held over for future consideration, partly as any use is very unlikely before the spring.

b. 2021 Calendar Events

2021 Events have been discussed at a RO's zoom meeting. 2021 Millbrook costs would be as the cancelled 2020 budget. Member only & driving events are important. Mark said an Oxford Colleges meet may still be possible in 2021. Race Weekend? Graham said TVRs racing is quite disparate and would only be feasible if piggy-backed onto another event. A TVRCC Speed Championship round could be a focus. Graham to continue negotiations (Croft & Castle Combe) and check on sprinting regulations. PBIS, Avon & Motul want involvement in 2021 Club Event(s). eg. Millbrook. Could be joint or 2 separate events. Hold a "Neil Garner" type event, Amoré Autos as a venue? Feedback & ideas to go back to RO's Mtgs?

MP

GW

ZM/AH

ZM/FH

c. Heritage Assets

Mervyn & Richard explained they are still significantly paper based and are used to answer queries, inform DVLA Build Certificates and Insurance Valuations. Our earliest Factory records are only paper based. Paul to pass details of scanning company to Mervyn.

PB/ML

d. Social Media Plan

Mark presented the "Social Media Briefing" which aims to agree a way forward. Reach is vital, content is needed to raise awareness, create interest and encourage action (ie. join Club, renew membership). The website needs full integration with social media & linked with Sprint. Video content is crucial, as are regular emails. Mark, Paul & Nigel, to continue development & seek volunteers (perhaps ½ day, 6 days per week, May need to pay for rendering & uploading).

MT/PB/NB

- e. Sprint Features**
 Good ideas from Mandy to develop Sprint – to continue to formulate firm plans with the editorial team & also discuss with the RO Forum.
 Richard & Nev said ROs & other event organisers were reluctant to submit event reports to Sprint because of the magazine's inevitable lead time.
 They suggested we ought to work to a time schedule something like:
 Social Media: 1 day
 Club Website : 1 week
 Sprint: 1 ~ 2 months, (depending on date of next deadline)
- f. RO zoom Meetings**
 Next meeting scheduled 7th October (Regional Reports possibly included as a topic). Mandy & Ray requested to join the meeting. **FH**
- g. New Club Logo**
 Richard will prompt TVR Automotive (Les Edgar) to agree consent.
- h. Review Finances & Budget**
 See Item 2 above.
 Retention of existing members is as, if not more, important as recruiting new members: Ideas suggested :
- Any unexpired membership is transferred to the new owner when a car is sold.
 - A free 3 months or even first year when a NEW member joins and completes a DD Form. **PB**
 - A discount for longer term/multiple year renewals.
 - Andrew said events & value were important, not how much is the fee.
- 4 Points from Posted Reports & AOB**
- a. S3C Offer**
 Paul to ask Club Office to contact donor and suggest the idea that the Club support a member to carry out the restoration. Produce articles/media postings etc. and auction car for charity if he no longer wanted to buy-back.
 Zoe to publicise via ROs' meeting. **PB
 ZM/FH**
- 5 Dates of Future Meetings**
 24-Oct-20: Committee 14:00 using [zoom](#) **All**
 27-Mar-21: AGM, BMM Gaydon

Meeting closed at 16:35

**Mervyn Larnar
 Club secretary**