

TVRCC Committee Meeting
Saturday, 28th November 2009
9:00am – 4:30pm
Gaydon Motor Museum, Syndicate Room 1

Present:	Jeremy Blandford (<i>JB</i>)	Mandy O'Neale (<i>MO'n</i>)	AnnMarie Lacey (<i>AL</i>)
	Ralph Dodds (<i>RD</i>)	Pietro Abate (<i>PA</i>)	Sean Lacey (<i>SL</i>)
	Pauline Frost (<i>PF</i>)	Alison Brown (<i>AB</i>)	Bob Jones (<i>BJ</i>)
	Nick Kay (<i>NK</i>)	Sharon Blanchard (<i>SB</i>)	

Apologies:	Richard Sails (<i>RS</i>)	Mike Hardy (<i>MH</i>)	
	Matthew Maneely (<i>MM</i>)	Grant Crouch (<i>GC</i>)	

Guests:	Ray Frost	Nick Rowland	
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Agenda

1. Approval of previous minutes
2. Matters arising from previous minutes
3. Actions from previous minutes
4. Chairman's Report (*JB*)
5. Vice Chairman's Report (*RD*)
6. Treasurer's Report (*MM*)
7. Events (*NK & SB*)
8. Sprint/Publications (*MO'n*)
9. RoCo (*PF*)
10. PR/Marketing (*BJ*)
11. Track-Day Coordinator (*SL*)
12. Club Office (*AB*)
13. AOB
14. Next Meeting

Action

1	Approval of the previous minutes – all happy. <p style="text-align: right;">Proposer: NK Secondary: PF</p>	9 Approved 1 Abstain
2	Matters arising from the previous minutes – amendments to the following: 4D: NK has reported back to advise that Geoff is thinking about the Trevor Memorial and will return to NK when a decision has been made. NK also mentioned that this was an action from the previous minutes that had already been updated. 5A: PF advised that the "Club Rules" are not on the forum as yet however, should be ready to be voted on at the AGM. 9H: PA was asked to raise the query regarding opening up the forum. He states that he did not want this or agreed to it. 9I: NK wanted this item changing to "only major events or events which are bigger than a normal monthly meet need to be organised via Events Team"	
3	Actions updated, please refer to Agenda Discussion 281109.doc for " Outstanding " and " Closed " actions	ALL
4	Chairman's Report A. JB introduced Nick Rowland to the Committee. NR has offered his support to the Club and was invited along to the meeting today. B. PF asked whether or not the Mem & Arts had been posted up on the forum, JB advises that MM will have them completed ready for the AGM in April. There are concerns that the Committee will not have time to read and digest any changes before being voted on however, this will be addressed again if this is the case. C. After much discussion regarding the idea of selling Christmas cards to members, JB suggested posting the question on the forum and asking Members their opinions and whether or not they would indeed like to see & purchase Christmas with their cars. Members would need to submit suitable photographs. If successful, then we could see the idea in Sprint publication around September 2010.	MM

	<p>D. "Youth Correspondent" nothing has moved forward with this suggestion. It was a general consensus that this would not really work in the world of TVRs despite the number of younger people owning TVRs is rising. It was also felt that it would be difficult to set up and was not a priority at this time. This is a topic that could be re-addressed later in 2010.</p> <p>E. JB suggested a "Track-Day Teaser" for the front-page of the forum. SL to send RD & JB details and SL is to have direct access to this area to allow him to update it.</p>	JB/RD/SL
5	<p>Vice Chairman's Report</p> <p>A. RD reminded the committee that annual the award of the "Trevor Wilkinson" trophy for best restoration in 2009 was due at the AGM. For the 2008 award there were no applications and in 2007 the only application was ineligible. Therefore the trophy remains with the 2006 winner (awarded in 2007). RD has contacted him requesting the trophy back but he has not responded as yet.</p>	RD
6	<p>Treasurer's Report</p> <p>A. JB advises that the club is considering other investments and increasing member base and income. Stated that the club is in a good position as we move into 2010. Thanks to Matt for continuing his role.</p> <p>B. Membership currently stands (as of November 2009) 6347. The target for 2010 is to reach 6500+ members.</p> <p>C. The TVRCC surplus funds currently are around £56,000. We are in a very good position moving into 2010.</p> <p>D. Current membership is 6347 closing at 2009.</p>	
7	<p>Events Team</p> <p>A. SB & NK has a healthy calendar of events for 2010 with well over 40 meets across the UK. These will be printed in the New Year edition of Sprint. BJ has requested that this list is sent to him to enable him to give details to the Classic Car magazine to include in the wall planner of up and coming events.</p> <p>B. SB has received an invitation from the Cholmondeley Pageant of Power, 17-18th July 2010. SB and Paul Wilson to liaise and organise for 2010. We have been offered 10 free tickets each day and free pitch with discounts on any additional tickets @ £15 instead of £25. There are no restrictions on the amount of people who would like to attend after the free tickets have been issued. This generated huge interest and it was agreed that this is a super offer and should be explored further. BJ advised they are very keen TVR attend. SB to update.</p> <p>C. SB has received an invitation from the Guards Polo team for August 2010. SB to update at next meeting or on the forum with full details</p> <p>D. NK "Back Home" organisation is going very well. JB is waiting for an offer from "De Vere Hotels" for a reduced discount for members. We need sponsorships of approx £5000 and wondered if Adrian Flux would subsidise. BJ to look into this.</p> <p>E. Goodwood – Steve Shaw is proposing an event around 12-13th June 2010 including a track-day and a breakfast club the following day. SB & SL to discuss options, noise limits, number of cars on the track etc.</p> <p>F. Le Mans – AB has received an email from ACO advising that due to a change in circumstances and despite confirming our allocation they are reducing the number of packages to the UK and will only deal with official agents. Therefore, because TVRCC are not official agents they can only give us camping unallocated spaces in some undesirable sites. AB has contacted 2 of the 4 UK agents and confirmed that this is the case. Thankfully, we have not sold any tickets at this stage.</p>	<p>SB/BJ</p> <p>SB</p> <p>SB</p> <p>BJ</p> <p>SB/SL</p>
8	<p>Sprint/Editorial</p> <p>A. MO'n advised that the idea regarding the "Subscription Gift" did not make it into the Christmas edition of Sprint due to certain time constraints and space and also the fact that Mandy and Bob were dealing with the TIV File at that time. It was decided to return to this for 2010 and spend more time preparing. However, they did cover Regalia within December issue of Sprint.</p> <p>B. "What Readers Want" a sell through idea for suppliers to work with us and offer "Readers Special" and offer items through the Club and we retain a discount. It was agreed to allow MO'n and BJ to continue to work on the TIV File to ascertain interest and take it from there. BJ wants to add more Members discounts and this is further discussed in his report. JB would like this to be included in the February edition of Sprint.</p> <p>C. MO'n would like a Deputy Editor to assist her with the work load. David Hothersall has volunteered for this role and he has written for Sprint in the past and it was commented</p>	<p>MO'n/BJ</p> <p>BJ</p> <p>MO'n</p>

	<p>that his write-ups are very well written and interesting. MO'n would like to propose that he join the committee as Deputy Editor but relinquish his Moderator role on the forum. This will need to be posted up on the forum for committee to vote Y/N.</p> <p>D. MO'n also wanted to express her thanks to everybody for sending in their editorials/data for the Sprint magazine each month.</p>	
9	<p>RoCo</p> <p>A. PF is delighted with the flyers and mentioned that they have been sent to the ROs and positive feedback received.</p> <p>B. PF has received resignations from John Mleczek (Blackpool), Simon Adams (Bristol) and Peter Smith (South Wales)</p> <p>C. PF feels that a disclaimer should be added into the RO hand book to stipulate that "Lead RO should adhere to all speed limits" NK suggested drafting up some guidelines for the RO handbook. PF is also going to suggest that the lead RO offers route maps/directions etc to each person following when out on a run.</p> <p>D. PF announced that 20 new "RO Secondary's" have been taken since the announcement to assist the ROs since PF has taken over this role.</p>	PF/NK
10	<p>Marketing/PR</p> <p>A. BJ to discuss with Paul Calland offers on our current website advertising.</p> <p>B. BJ would like to send out an email to all members informing them of the new style website and the information therein. We could also ask them to "opt-out" of e-marketing rather than to "opt-in". BJ and MO'n to liaise to compile a "Merry Christmas" email including Member Benefits and the "Opt Out" of future offers and updates.</p> <p>C. BJ advised that Insurance Company, Adrian Flux will sponsor membership cards if their logo is added. BJ & AB to discuss. MO'n advised that John has started to create new membership cards and it may be worth asking him for a quote too. Both JB & BJ agreed that the club could "sell" the reverse of a membership card if it generates income for the club.</p> <p>D. BJ has arranged a slot in the Classic Car magazine and can have small notifications for upcoming events.</p> <p>E. BJ mentioned an advertising strategy linking to features. He has spoken to various car club magazines and generated some interest if/when they have a write-up on TVRs, we will be allowed a space to advertise some offers on the same page. BJ & MO'n to discuss.</p> <p>F. BJ would like to extend his thanks to Tony for his efforts on the marketing flyer.</p> <p>G. TIV Savers column is proving very popular. There are around 10 new suppliers being added each month advertising their products.</p> <p>H. BJ feels that the TVRCC is a valuable commercial commodity with 2 insurance providers and large membership base. BJ would like the committee to agree a level of sponsorship for advertising. BJ and JB to discuss further.</p> <p>I. BJ feels that adding links to other websites could generate a large income for the club. BJ has advised that clubs such as Piston Heads have approached Bob to advertise on our site. This is an area BJ would like to explore further. It was agreed that the committee are happy for BJ to continue to explore this report back.</p>	<p>BJ/MO'n</p> <p>BJ/AB</p> <p>BJ/MO'n</p> <p>JB/BJ</p> <p>BJ</p>
11	<p>Track day Coordinator</p> <p>A. Easi-Track dates still yet to be released although SL believes he should be in receipt of confirmed dates in December/January. SL to send confirmed dates to SB.</p> <p>B. SL is looking into running evening sessions at Brands Hatch and/or Silverstone tracks as he feels that these would be a good way to generate interest in members who would not normally take up a place on rack-days.</p> <p>C. SL is going to copy a previous article of a track-day event and send details to RD to update the "track-day" space on the forum.</p>	<p>SL</p> <p>SL</p>
12	<p>Club Office</p> <p>A. Service card proofs have been sent to BJ & JB. Prices were obtained from Online Design & Cipher Digital. A set of 6 service cards are approx £1.10 which includes printed and sealed finish. I am happy to go with these as a stock item and order 100 sets to test the water. Retail on them would be £3.95 inc p&p to UK addresses</p> <p>B. We will launch online 'Membership Gift' from the 1st of December, free purple base ball cap for every new membership purchased for Xmas. We will also repeat last year's renewal voucher; this was £5 off your first year's renewal. The voucher is produced in house at very low cost, it was a great success for the club as we have only had one</p>	

	<p>redeemed thus far.</p> <p>C. Membership Benefits has been updated and new companies added. Thanks to Pietro for updating, also Bob, Linda & Ann. I have had several proposals to enable this to be updated from the office. All the companies contacted so far have relished the chance to reach members and in general have been happy to offer discounts. 1 company offered free (no discount required) entries to all our current Sprint advertisers, I felt this showed loyalty to our valued advertising clients, it also gave us the chance to touch base, check for new products or special offers. Companies generally don't let the TVRCC know about new products so I propose to check the existing listings one every two months to make sure they are fresh/up to date.</p> <p>D. The MB's have also been used for Bob's Tiv Saver idea, this is an ongoing section in Sprint each month, and we may have to look at bi-monthly next year as we don't want to have to repeat entries. I will continue to work closely with Bob on this project. MO'n praised the work that has been done on this. Thanks to AB and BJ for all their efforts.</p> <p>E. Actinic payments are now up and running well. The new version 9 is much improved for updating and uploading. eBay shop had been suggested I am happy to investigate the costs but actinic payments have increased online catalogue overheads for the club. We need to gauge if the increase in orders is covering the increased costs. I will report back via the forums early next year.</p> <p>F. NEC Classic – Great would be the best word to describe the effort and results from this years show:</p> <ul style="list-style-type: none"> • 37 membership enquiries made up of new (14) renewal (10) & restarts (13) • Regalia sales onsite of £780.78 plus orders for £394.99 <p>Our sincere thanks go to all of Steve's team and especially to Paul C for understanding my scribbles and cryptic notes. The NEC has relaxed the rules on selling at the show and I would like to propose that the office staff cover the three days of next years.</p> <p>G. Le Mans – the ACO have decided to only release the main sites to 'official agents' as a club we have been offered limited numbers, greatly down on previous years and in the less popular sites of Blue North & Beau Sejour.</p> <p>H. Regalia – I have launched a new winter collection online homepage & catalogue. We have the first of our two page spreads in Sprint; Decembers will be signed off on Monday. We have tried to select a range of prices and items for these pages.</p>	<p>AB</p> <p>AB/BJ</p> <p>AB</p>
13	<p>AOB</p> <p>I. Thanks to Matt for his efforts running the account and Thanks to John for his efforts renewing contracts.</p> <p>J. RD highlighted that the only outstanding query in the Committee Suggestions forum concerned the quality of the membership cards regarding weight, printed rigid card etc.</p> <p>K. JB would like to write to Unofficial Midshires TVRCC and requested that they stop using the TVRCC Logo. 7 people agreed to take this action.</p>	<p>AB</p> <p>JB</p>
14	<ul style="list-style-type: none"> • Next Meeting to be held on Saturday, 20th February 2009 @ Gaydon • AGM 17th April 2010 @ Gaydon 	