

TVRCC Committee Meeting
Saturday, 16th July 2011
10.45am – 3:30pm
Ettington Chase Hotel, Ettington.

Present:	Jeremy Blandford (<i>JB</i>)	Mandy O'Neale (<i>MO'n</i>)	Richard Sails (<i>RS</i>)
	Mal Gwynne (<i>MG</i>)	Pietro Abate (<i>PA</i>)	David Hothersall (<i>DH</i>)
	Paul Calland (<i>PC</i>)	Alison Brown (<i>AB</i>)	Mike Hardy (<i>MH</i>)
	Nick Kay (<i>NK</i>)	Sharon Blanchard (<i>SB</i>)	Tony Cottrell (<i>TC</i>)

Apologies:	AnnMarie Lacey (<i>AL</i>)	Ralph Dodds (<i>RD</i>)	Graham Walden (<i>GW</i>)
	Sean Lacey (<i>SL</i>)	Matthew Maneely (<i>MM</i>)	

Guests:	Peter Daish	Mandy Sails	Dave Blanchard
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<p>Agenda</p> <ol style="list-style-type: none"> 1. Approval of previous minutes – previous meetings minutes were not available at this time due to AnnMarie being unwell. 2. Chairman's Report (<i>JB</i>) TVR update 3. Events (<i>NK/SB</i>) TAG11 review 4. Wbsite – 'recommendations from member's' (<i>SB/DH/PC</i>) 5. Regalia – income & profit (<i>AB</i>) 6. Officers Reports <ul style="list-style-type: none"> • RoCo • Editorial • Events • Marketing • Motorsport • IT & Database • Archive • Office 7. AOB 8. Next Meeting 	Action
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1	Approval of minutes of the last committee meeting. Unfortunately due to AnnMarie having been unwell for sometime the minutes of the previous meeting were not available. The role of secretary for this meeting was taken on by Alison Brown(<i>AB</i>)	
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2	<p>Chairman's Report – Following the last committee meeting Jeremy had written to TVR to outline the TVR Car Clubs position on using the TVR winged/classic logo. As of today's date Jeremy had received no response to his correspondence. It was felt by the committee that there was no further action required at this time.</p> <p>Jeremy also wished to extend his thanks to the DTEC series for the exceptional grid of 24 cars at Donington Park the previous day. He personally thanked Mal for his efforts with promoting the challenge to members.</p>	
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3	<p>Events – Nick presented a review of TAG11 (TVRs at Goodwood 3-5th June 2011) Very positive feedback had been received by the events team, the feedback via the general & events forums had been positive. Tony Cottrell had compiled feedback and suggestions from his region East Midlands, which included the following:</p> <ul style="list-style-type: none"> • Full package was a great experience • Car park areas were a little fragmented for members on other packages • Great organisation of all marshals and officials • Motorshow was an unprecedented display of special TVRs 	
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	<ul style="list-style-type: none"> • Trade presence was good with a selection of companies • More selection of elements on the packages, for example just an evening function ticket or just track experience. • Air displays at the end of event had a limited audience due to the transport having already left the venue. • Some attractions were missed • Catering was limited but the Aero Club offered good value • Sponsorship appeared a little unbalanced, general membership were unsure as to which company was the main sponsor. • Motorshow location was not ideal for photography • Payline was difficult to enforce due to Goodwood Circuits right of way policy <p>(Appendix A – attached suggestions from East Midlands region)</p> <p>In summary it was felt that TAG11 would be remembered by members as one of the iconic events of recent years, an excellent venue which attracted a diverse range of members and their TVRs. The committee wished to thank all Hampshire/committee members involved in the organisation of this event. Lessons learnt going forward, distance would have to be a major factor in any headline event, due to the cost to members of fuel and overnight accommodation. All suggestions to be kept on file for future events, Tony to email his regions suggestions to Sharon.</p> <p>Future events – committee intended to join the BBWF following the meeting. Sharon and Dave Blanchard were to represent the committee at the Griff Grawl, by leading the run out and helping with the charity auction.</p> <p>Nurburgring Oldtimers GP – numbers of cars from the UK were at good levels, all of the plans were progressing well and Ian at Fast Track Tours was happy with how the event was progressing.</p> <p>Silverstone Classic – good numbers of members had taken advantage of the ticket offers and the dedicated parking. The Coleman shelters were to be set-up on site and left in place for the three days. Set-up by the office on Thursday 21st and removal from site on Sunday 24th July.</p> <p>Sharon reported that past event reports were now being received and being posted on to the website.</p> <p>Sharon asked if the committee felt it was necessary to hold an events workshop later in the year. After much discussion the following suggestions were made:</p> <ul style="list-style-type: none"> • Late October date • Events workshop to discuss events for 2012 and beyond • Combined with ROs meeting for Mal to present an update • Possible events going forward <p>Possible dates and venues to be investigated.</p>	<p>TC & SB</p> <p>AB</p> <p>AB</p>
<p>4</p>	<p>Website – a forum suggestion had been received, a forum where members could recommend services that they had used on trips. This could range from hotels to restaurants, routes to garages. After much discussion it was felt that this would be of great benefit to members. The recommendations would have to be received and collated, if the suggestions were just made on a forum the content could become fragmented. Further investigation was need in to the best way to receive and collate this information?</p> <p>Paul Calland recommended to the committee that the content of the clubs website needed updating, after much discussion the following suggestions were put forward:</p> <ul style="list-style-type: none"> • Structure of the site is acceptable at present • Any changes of colour or branding have to be changed on all pages and considered carefully. • Content needs to be focused and any changes should be carried out on the most used pages first. 	<p>(SB/DH/PC)</p>

	<ul style="list-style-type: none"> • History of TVR and the TVRCC needs to remain in place even though they do not receive as many hits. • Responsibility needs to be allocated to committee members to oversee the updating of content and any restructure. • Any changes must be targeted and bring about an improved user experience. • The overall look needs to be refreshed • Branding needs to be added to some pages • Introduction of Sprint articles to the website • Forum users are moving to Twitter and Facebook, create links from forum topics to Twitter and Facebook and back again. • Too many sections on the forums <p>David would like to involve the two new editors if possible, after much discussion of the above suggestions the following actions were allocated:</p> <p>David Hothersall to lead the team to discuss and instigate these suggestions. David Hothersall to start a committee thread to allocate roles Sharon to monitor Facebook & Twitter</p>	<p>DH DH SB</p>
<p>5</p>	<p>Regalia – income & profit (Appendix B attached)</p> <p>Details were presented to the committee of ways to improve the income from regalia sales and increase profit margins.</p> <p>After much discussion the following suggestions were made.</p> <ul style="list-style-type: none"> • TVRCC logo only, in the same position on all garments • Simplify product range • Measurements - an exact size guide to eliminate returns due to incorrect size • Enews letter for regalia range, featuring special offers and new range • Personalisation offered at additional cost to customer • RO ordering process needs to be simplified <p>Action AB to investigate all of these suggestions and report back to the directors</p> <p>Full report of stock held to be presented to the directors with recommended sale prices. Directors to agree clearance policy and prices.</p> <p>Database update moved forward to this section as Mike Hardy had to leave the meeting before lunch.</p> <p>MH updated the committee on the progress of the new system. Testing is ongoing; The new system should go live after these tests have been successfully completed. Further investigation is required to align the new system with the forum database, MH to liaise with the web forum software provider.</p>	<p>AB</p> <p>AB/directors</p> <p>MH</p>
<p>6</p>	<p>Officers Reports</p> <p>RoCo - Mal outlined some changes that he would like to implement :</p> <ul style="list-style-type: none"> • ‘Spotlight on’ reports that had been banked for Sprint are coming to an end, spotlight on will now be reserved for new ROs and changes. • Draft guidelines for Sprint report submission were presented, after much discussion it was agreed that these guidelines would be issued to all ROs • Word limits and photo submission to be reviewed for regional reports • Business cards to be order as and when necessary • Form for editing the RO details on the website to be amended <p>RS wished to thank Mal for his hard work in the RoCo role thus far and was offered the committees full support going forward.</p>	<p>MG</p> <p>ALL</p>

	<p>Motor Sport</p> <p>MG reported members reduced DTEC ticket offer had been well received, Snetterton offer sold out and all tickets were received by members in time for the event.</p> <p>Brands Hatch tickets were not so well received, pre-book numbers were low and an additional number of tickets were sold on the gate, thanks to Nick Smith for his efforts.</p> <p>Donington Park was subject to a late change of date; a ticket offer had been negotiated but was voided with the change of date. The new date achieved a full grid of 24 cars. The next ticket offer is Rockingham, the fifty tickets will be purchased in advance and advertised to members online. Price for members offer to be confirmed and advertised.</p>	(MG/AB)
	<p>Treasurers Report(Appendix C) Committee discussed the points from the treasurer's report. Regalia income and profit had been discussed in point 5.</p> <p>TAG11 income and expenditure was discussed at length, NK/AB & MM to check figures and report back to the directors.</p> <p>H4H donation to be decided upon once all figures have been checked and all invoices for expenditure have been received.</p>	NK/AB/MM
	<p>Sprint/Editorial No issues to report from the editorial team.</p> <p>DH asked for the committee's opinion on Non-TV/R advertising within Sprint? After much lively debate it was suggested by Jeremy that this subject along with the future direction of the TVRCC, form the agenda of the next meeting, to allow sufficient time for these subjects to be debated and policy formed.</p> <p>The initial thoughts of the committee were that each advert should be considered individually, could be linked to editorial space.</p>	<p>Rolled over to next meeting</p> <p>ongoing</p>

	<p>Marketing</p> <p>TC had been working on actions from previous meeting; these were mainly adding value to membership.</p> <p>A subscription offer had been received from a classic car magazine, to offer TVRCC members a discount in exchange for advertising space. The editorial team after much discussion decided that each offer requiring potential space in Sprint, should be checked to make sure that the offer was balanced. The TVRCC should receive a reciprocal deal from the other publication.</p> <p>TC to go back to the classic car magazine to negotiate further.</p> <p>A new press release had been produced by Tony and Jon at Online Design to promote the TVRCC. This new release had been used to promote TAG11 in the national press and had worked well.</p> <p>Tony had also been working on a style guide for use by officers/officials of the club, once finished this guide will be presented to the committee for approval.</p> <p>Tony also asked those present if they had any old marketing material/photos which could be used for future advertising.</p> <p>All advertising going forward would be focussed on increasing the benefits offered to TVRCC members.</p>	<p>TC</p> <p>ALL</p>
<p>7.</p>	<p>Archive</p> <p>Richard reported issues with his home computer which would mean he was off line for a while.</p> <p>The Archive material had not been effected as this was stored on a different computer.</p> <p>Richard was continuing to deal with DVLA questions from members and individuals.</p> <p>A.O.B</p> <p>Pietro asked the committee to consider the replacement of Ralph's failed computer? Jeremy to contact Ralph regarding the replacement of computer equipment.</p> <p>John Mleczek had offered help to the committee via Jeremy, it was unclear as to what role John would like to fulfil on the committee. Jeremy to speak to John.</p> <p>Next meeting to held at Oulton Park to coincide with the Tuscan racing, proposal put forward to add the events workshop/RO meeting from section 3 of these minutes to this date and venue. This was agreed subject to a suitable meeting place at Oulton Park?</p>	<p>JB</p> <p>JB</p> <p>SB/MG/AB</p>
<p>8.</p>	<ul style="list-style-type: none"> Next Meeting to be held on Saturday 15th October at Oulton Park circuit. Cheshire. Time to be confirmed. 	