

**TVRCC Committee Meeting**  
**Saturday, 19<sup>th</sup> June 2010**  
**9:00am – 4:30pm**  
**Gaydon Motor Museum, Syndicate Room 1**

<b>Present:</b>	Jeremy Blandford ( <i>JB</i> )	Mandy O'Neale ( <i>MO'n</i> )	AnnMarie Lacey ( <i>AL</i> )
	Nick Kay ( <i>NK</i> )	Pietro Abate ( <i>PA</i> )	Sean Lacey ( <i>SL</i> )
	David Hothersall ( <i>DH</i> )	Alison Brown ( <i>AB</i> )	Mike Hardy ( <i>MH</i> )
	Richard Sails ( <i>RS</i> )	Sharon Blanchard ( <i>SB</i> )	Matthew Maneely ( <i>MM</i> )
	Bob Jones ( <i>BJ</i> )		
<b>Apologies:</b>	Pauline Frost ( <i>PF</i> )	Ralph Dodds ( <i>RD</i> )	
<b>Guests:</b>	Steve Shaw ( <i>SS</i> )	Mike Westaway ( <i>MW</i> )	
	David Blanchard	Dave Welton	
<b>Agenda</b>			<b>Action</b>
<ol style="list-style-type: none"> <li>1. Matters arising from previous minutes</li> <li>2. Approval of previous minutes</li> <li>3. Actions from previous minutes</li> <li>4. Chairman's Report (<i>JB</i>)</li> <li>5. Vice Chairman's Report (<i>RD</i>)</li> <li>6. Treasurer's Report (<i>MM</i>)</li> <li>7. Events (<i>SB</i> &amp; <i>NK</i>)</li> <li>8. Sprint/Publications (<i>MO'n</i> &amp; <i>DH</i>)</li> <li>9. RoCo (<i>PF</i>)</li> <li>10. PR/Marketing (<i>BJ</i>)</li> <li>11. Track-Day Coordinator (<i>SL</i>)</li> <li>12. ITMA IT Manager (<i>PA</i>)</li> <li>13. Club Office (<i>AB</i>)</li> <li>14. AOB</li> <li>15. Next Meeting</li> </ol>			
<b>1</b>	<b>Matters arising from the previous minutes</b> – amendments to the following:		
	5D: Remove as per MM instructions from AGM minutes 7D: Remove as discussed in AOB		AML
<b>2</b>	<b>Approval of the previous minutes:</b>		
	<b>Proposer: PA</b> <b>Secondary: MH</b>		10 Approve 1 Abstain
<b>3</b>	<b>Actions from the previous minutes:</b>		
	4B – Agenda item to be discussed in Events. SB to discuss proposal 4C – AB advised the situation currently is that until we have an individual that can do the valuations the insurance can not give a figure to cover the professional indemnity. Ball part figure is £600 - £1000. AB felt that it is not financially viable for the club to perform. JB asked AB to close thread on forum with an explanation as to why club will not be offering this benefit.		SB AB
	7 A&B to be discussed in Events		Steve/Mike
	8B – MO'n has received some articles for publication and encourages members to send more in for future publication.		
	9A – 4 Sail flags have been approved for purchase		
	14A –The book has now been published and available to purchase. The 2 <sup>nd</sup> book will be published in September 2010. MO'N asked for a copy to be given as a prize in Sprint. PA will look into.		PA
<b>4</b>	<b>Chairman's Report</b>		
	A. JB wanted to discuss the inflatable which is being covered in Events therefore, no further report		

5	<p><b>Vice Chairman's Report</b></p> <p>A. No report</p>	
6	<p><b>Treasurer's Report</b></p> <p>A. Reserves currently are £86K – MM encouraged purchasing one off items such as IT systems and infrastructure, Sail flags, regional events &amp; magazine. Statement of accounts issued.</p> <p>B. MM is in the process of recovering VAT on Royal Mail contract the club used to have. It was recommended to employ a company to look who charge a fixed fee of £2000 plus VAT and 10% claim. Potential return is up to £25K. MM felt that we would possibly recover £10-15K. JB authorised this process.</p> <p>C. Referring to the Articles of Association – the new rules come into effect on 17<sup>th</sup> April 2010.</p> <p>D. PA asked if the petrol allowances could be increased due to them not changing in quite some time. MM advised they are currently 25p per mile under 2L; 30p per mile over 3L. MM will increase to 30p per mile under 2L and 40p per mile over 2L. This change is with immediate effect.</p>	<p>MM</p> <p>ALL</p>
7	<p><b>Events Team</b></p> <p>A. SB has produced a draft “Planning for Success” document to aid members when organising events. SB wants to look at re-classifying categories at events due to some confusion caused with the names of some events for example; is it a Regional or Big event etc? This document explains how the events run, funding support/advertising etc. JB asked if this will help with the small but insistent criticism we have regarding having too many events on? SB answered yes, as depending on the classification some of them will be limited i.e. first come first serve and if plans are not received before a certain time they will have to be carried over to the following year.</p> <p>B. Time given to Steve Shaw &amp; Mike Westaway to discuss their idea “TAG 11”. Dates 4-5 June (3<sup>rd</sup> June a possibility if able to organise a sprint). Ideal location to draw crowds, celebrate and good opportunity to sell regalia/membership etc. TAG 11 will compliment other TVR events such as Chatsworth. It has massive marketing (BJ/Sprint) and advertising potential for TVR retailers. Steve and Mike discussed the accommodation prospects, activities to cover the 2 or 3 days inc sprints (SL) SL advised that although the club does not have the necessary facilities to run a sprint i.e. Marshalls, Timing equipment etc we would have to bring another organiser in. It was decided to ask the office team if they would design the tickets and set-up to allow both telephone and online purchases. SB suggested to excite members and ask them to “Save the Date” both in Sprint and on the forum would be to have a blank page with the date and a water-marked question mark and each month to the run up of selling tickets would be to add a little more information. BJ suggested inviting other magazines and car clubs to join the celebration/event to which both MW and SS agreed. Access is by pre-purchased ticket only and prices will be based on a 3 tier system. Gold full access over the weekend inc B&amp;B. Silver and Bronze being limited to various activities depending on budget. Mike &amp; Steve looking at booking air shows, celebrity attendance. GW advised he would investigate “Sprint” round with the help of SL. Mike and Steve to liaise closely with MO’n/DH/BJ regarding publicity/advertising and SL regarding sprints. NK will ascertain public liability insurance. JB will arrange to meet with the event location GM whilst project is still in planning stages. Steve, Mike &amp; Jeremy to arrange a convenient time to facilitate this. SS &amp; MW passed around a “mock-up” TAG TVR” badge which was both of a high standard and quality. Prices etc to be sent to AB to advertise regalia on forum. It is envisaged that there is a camp site a few miles away from event location. JB asked SS &amp; MW to add a contingency plan to the proposal. The motion for the vote is TAG 2011 will be the headline event for 2011. The TVRCC will underwrite some of the costs. SB and Directors is to be cc’d into all communication regarding this event.</p> <ul style="list-style-type: none"> <li>• Approved: 12</li> <li>• Against: 0</li> <li>• Abstain: 0</li> </ul> <p>C. Dave Welton attended the meeting to discuss his programme for BNG, he outlined equipment required for the weekend namely PA system (£500), Insurance, Trophy’s, entrance stickers, wristbands, radios (10) etc. DW was asked to pass AB a list of all items required from the club. AB was also asked to the cost of Team/Crew yellow t-shirts and hats for people helping on the day. DW feels that between 80-100 of each</p>	<p>BJ/Sprint</p> <p>SL(note)</p> <p>AB/Office</p> <p>BJ (note)</p> <p>GW/SL MON/DH/BJ SL NK JB SS/MW/AB</p> <p>MW/SS</p> <p>DW/AB</p>

	<p>should suffice. DW felt that we should purchase a bank of 10 radios to keep at the office. JB advised that the club already own 6 therefore only 4 additional radios will/may be required. JB suggested the use of ear pieces which are used in tandem with the radios. JB to ascertain costs. DW advised that he is also seeking sponsors/donations for the charity event in the evening. DW to liaise with BJ, MO'N and DH to publicise request. DW was asked to email his budget for this event to the Events Team and MM, JB, PA and RS as Directors of the Club. DW is finding it difficult contacting traders during the day time due to his own work commitments. He advised that some ½ mile space has been allocated along the promenade. JB asked if the office would be able to contact the traders. AB asked DW to send her the details. JB also asked BJ to help out with this too. DW advised he is trying to book 1 main sponsor such as Adrian Flux and asked if BJ would be able to look into this. SB asked if ROs are able to encourage members to come along to Blackpool BNG. MO'N suggested she may be able to help with advertising via her leads and asked DW not to allow charges to mount. MO'N and DH both confirmed they have spoken to ITV and submitted footage (mono) from previous events. It was also confirmed that a film crew will attend this event on the proviso that no important news breaks that they are required to attend elsewhere. DW advised he has also opened up the event to Piston Heads members as a "Battle of Britain" event. Further details of this to be submitted. DW advised he requires the following:</p> <ul style="list-style-type: none"> <li>• At least 6 Marshalls</li> <li>• Meeters and Greeters</li> <li>• Health and Safety</li> <li>• Judges</li> <li>• Display boards / Signage</li> <li>• Menu's</li> <li>• Approx 79 people to help on Saturday } Realistically 100 people to</li> <li>• Approx 71 people to help on Sunday } cover both days</li> <li>• Contact sheets of all helpers</li> <li>• MO'N to arrange non PRS music to be broadcasted therefore, no licence required</li> <li>• JB suggested asking local Scouts/Guides organisations to help out over the weekend – DW to look into this.</li> <li>• 35 + Tables and decorations for the evening – SB offered to help decorate the tables</li> </ul> <p>D. SB and NK have drafted a "Planning Guide" for members when considering planning a TVR event. SB wanted some feedback - It has been broken down as follows:</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Event Classification</li> <li>• Booking event</li> <li>• Planning your event – things to consider</li> <li>• Sizes and Everything</li> <li>• Advertising</li> <li>• Support</li> <li>• Useful contacts</li> </ul> <p>E. The classification of events has been broken down as follows:</p> <ul style="list-style-type: none"> <li>• Headline event of the year</li> <li>• Core events (Apr-Sept – no more than 1 each month)</li> <li>• Regional events (organised by RO)</li> <li>• Inter-regional events (smaller meetings than core events)</li> </ul> <p>F. SB and NK have also drafted a further document of items to purchase consisting of 2 shopping lists including equipment for events and the office. It was suggested rather than purchasing a dome as discussed in a previous meeting to dress up our current tents with logos etc. Also suggested was an area for members to congregate with pictures/advertising etc. Tea/Coffee facilities, TVR Branding, plastic flooring. JB asked AB to look into the cost of a multi-function laser printer for the office. Also suggested was to work closely with Paul Calland regarding the printing.</p> <p>G. SB also suggested a new event to meet other TVR owner members in Germany called the "Old Timers" to meet at the Nurburgring. SB to update further.</p> <p>H. SB wants to update the event booking notification section in the RO handbook – SB to submit details</p>	<p>JB</p> <p>DH/MO'N/ BJ/DW DW</p> <p>DW/AB/JB</p> <p>DW/BJ</p> <p>MO'N</p> <p>DW</p> <p>MO'N</p> <p>DW</p> <p>SB/DW</p> <p>AB AB/Events/ PC SB</p> <p>ALL</p>
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	I. NK asked that any emails received from members are referred back to both NK and SB or at least CC them into all replies.	
8	<b>Sprint/Editorial</b> A. MO'N advised she has received some pleasing comments recently regarding the articles featured in Sprint B. DH had received some positive feedback on Facebook from the Stag Owners Club asking how they have made Sprint such a high standard magazine C. BJ asked what the possibility is to review products in Sprint? Also asked was if there were any legal implications of grading products? MO'N answered that so long as it was published as members opinion then there are no legalities. D. MO'N/DH asked that we keep on the look out for further members prizes to be donated	ALL
9	<b>RoCo</b> JB read out a report from PF. A. South Wales dispute has now been resolved B. Teesside dispute has been resolved C. Kevin is no longer standing down and is having a Deputy instead D. Deputy RO Subs – agreed that they can claim 50% of expenses incurred. JB feels that this is a valid request but he would like to discuss this further with PF online. E. PF to purchase Sail Flags as agreed at the previous meeting	JB/PF
10	<b>Marketing/PR</b> A. BJ advised there has been a lot of press coverage recently of TVRs in other classic car magazines B. TIV saver file will be available soon C. BJ suggested that to promote ROAR he has created an e-shot which achieved a 17% return. 2900 members reached which was less than ½ total memberships. E-Shots can be very powerful marketing tools if used effectively. He proposes to use e-shots to promote events and occasionally will be used for merchandising. This would be co-ordinating between BJ and AB. MH asked if any analysis has been carried out to look at bounce back etc? BJ to update further D. BJ suggested the membership application form is reviewed to include an “Opt Out” box for use of email marketing E. Ian Cook, an artist BJ has recently liaised with has proposed to paint members vehicles on canvass at a very reasonable price. BJ handed round some examples of his work. BJ to liaise further with Ian and push relationship forward	BJ/AB  BJ  AB/BJ  BJ
11	<b>Track day Coordinator</b> A. Cadwell went well with a £700 profit B. Curborough went well and SL plans to run 2 days in 2011 C. All places have been sold for Brands hatch D. Rockingham Wet Grip day – 2 places still available, SL to open it up to Pistonhead members E. Oulton Park – SL has had offers of help from several sources and guaranteed to break even financially. This event takes place on Tuesday, 3 <sup>rd</sup> August. SB offered to plug track days etc on Facebook	
12	<b>ITMA IT Manager</b> A. Concerned there may be issues with the back-ups at the club office	
13	<b>Club Office</b> A. Nothing to report B. SL advised Brandshatch had some confusion over format of names added onto the system and asked if able to double check details before submitting	AB
14	<b>AOB</b> A. Resource tool to be carried over. John to be invited to next meeting to discuss reservations over the tool. AML to contact	AML
15	<ul style="list-style-type: none"> <li>• <b>Next Meeting to be held on Saturday, 21<sup>st</sup> August 2010 @ Gaydon</b></li> <li>• <b>Syndicate Room 1</b></li> </ul>	