

Committee meeting Saturday 11th July 2009 held at Gaydon Motor Museum.

Present: Jeremy Blandford (JB) Matthew Maneely (MM) Sharon Blanchard (SB) Pietro Abate (PA) Bob Jones (BJ) Ralph Dodds (RD) Pauline Frost (PF) Alison Brown (AB) Nick Kay (NK) & Richard Sails (RS)

Guests: Mike Hardy (MH) Dave Blanchard, Paul Calland (PC) Ray Frost (RF) & Sean Lacey (SL).

Apologies: Graham Walden & Mandy O’Neale

Matters arising from the minutes of meeting held 28th March 2009, change ‘explosion’ to ‘expulsion’ in second paragraph.

MM to speak to Grant Crouch regarding the TVRCC database.

Approval of minutes from last meeting: Proposed by PA seconded by SB voted for Unam.

The committee ratified the appointment of Bob Jones as Marketing Manager, proposed by RD and seconded by PA. Voted for unanimously.

Chairman’s Report

Email communication from ex-member Mr P Bennett, after much discussion it was felt by the committee that no further action was required.

Classic Marques Speed Championship – proposal attached.

The following questions were raised by committee member’s:

(BJ) Could see the possibility of marketing opportunities for the TVRCC, these would need to be discussed in more detail.

(JB) No financial contribution had been asked for at this time.

(NK) Had concerns that this series may move the focus of Sprinting away from TVRs with other marques becoming involved.

(PF) The committee needed to be mindful that any future financial contribution was equally distributed between any new speed championship and the Dunlop Challenge.

(JB) The committee agrees in principle to support the new championship, but would like to have further details once these are available.

Action JB to speak to Peter Humphries, Steve Cox & Graham on behalf on the committee.

Presentation by Mike Hardy & Sean Lacey for the position of Track Day Co-ordinator.

Mike outlined that he would like to be considered for the post of Northamptonshire RO and felt that taking on the role of track day co-ordinator may clash with regional duties. Mike still felt that he had skills to offer the committee.

Bob Jones proposed that Mike be co-opted on to the committee as special projects to assist all members of the committee as and when needed. Seconded by Nick, votes for 7 votes against 0 abstentions 1 (JB)

Sean outlined his background for the committee; he had previously served on the committee of the MR2 Roadsters club for two years, before joining the TVRCC. Since joining he had been voted on as Shropshire & Staffordshire RO, he had held this role now for two years. His main interest is driving his Griff, he is an active competitor in the TVRCC speed championship.

Current day job is flexible enough to allow days off during the week to attend track days.

Sean had the following suggestions:

Update the track day section of the website as soon as possible to show this years dates.

Evening taster sessions to encourage members who have never been on track to give it a go.

Performance driving days, relatively low cost and easy to arrange.

Wet drive events and car control work.

Drag strip events organised in partnership with other organisations.

(PA) asked if Sean was comfortable with the wider role of being a committee member voting and debating on matters other than track days? SL was happy with taking on all responsibilities and was use to working on committees.

Sean left the room to allow the committee to discuss his presentation and vote. It was felt that Sean would be ideal for the role of track day co-ordinator, MM proposed that he be co-opted in to this position, seconded by NK and 8 voted for and one abstention. Sean was invited back in to the room and welcomed to the committee.

Treasurers Report

Matt's report.

Excess Euro purchased for Le Mans 09 would be kept to pay the deposit for the 2010 event.

New member recruiting was discussed in depth the following suggestions were made: SB suggested that RO are asked to do a sweep poll of regional members to check if they are current members and encourage those who aren't to rejoin.

Action AB to produce and send to Pauline a promotional flyer to send to ROs encouraging lapsed members to restart their membership. Full colour pdf. flyer. Other possible ideas for promotion postcards/ service insert cards and application card to be kept by members in their car.

RD suggested that any promotional form for ROs should be completed by the new member and then returned to the office by the RO.

Events

NK gave a round up of the year to date, he wished to thank Sharon for doing a great job of pre-event and post event write ups for both Sprint and the website. Events this year had been fairly low key but successful.

SB outlined several suggested events for 2010 Beaulieu, Shuttleworth & a Blackpool based event. RS said that Blackpool, Cheshire & Lancashire regions were working together on the proposed event which was in the early planning stages, Richard would keep Nick & Sharon up to date.

The calendar for 2010 would be arranged as the dates of planned events were received. NK would like to be involved in the planning of the Blackpool event. Nick had had recent discussions with Andrew Thorpe Dorset RO about an event in August at the Dunsfold airfield, concerns had been raised as to the ownership of the event. **Action Nick to speak to the organisers.**

Agreed contributions to single model meets would only be paid by the treasurer on receipt of legitimate invoices for event expenses.

Tuscan Challenge race at Mallory was to be a memorial race to Peter Wheeler, to be held annually.

Sharon outlined a suggestion from member Gary Pritchard for the club to purchase and fix in place a commemorative bench for Peter Wheeler on Blackpool front?

Action JB to speak with TVR to consult on any future memorials.

PA felt that there should be a Trevor memorial event annually going forward and suggested that the pre-80's meet would be suitable. **Action NK to speak to Geoff Gwynne about renaming the event the Trevor Memorial Meet?**

Mike suggested that as the new Patron of the club a piece should be done for Sprint about Martin Lilley? **Action Pauline to approach Colin Lyons to gather info and compile an article for Sprint.**

Marketing Report

Bob Jones outlined his marketing strategy for the club going forward.

The TVRCC is a successful club, but there are many TVR owners that are not club members. We need to analyse how the club attracts these owners to join the club. Following the example of other large clubs the TVRCC would have to offer more technical info and assistance with parts.

A small % of our members attend events, we need to look at ways to encourage more members to attend events, if they do not attend, why do they not attend?

National press coverage has been good; TVRCC needs to concentrate on sourcing cars for magazines and taking up linked advertising space.

As the prices of TVRs come down/levels out the demographic of our membership changes. Some other clubs have greater numbers of older members which has produced natural splits within their clubs, the TVRCC has not gone this route.

The needs of members will change as the cars get older, TVRCC may need to consider the supply of parts at some point in the future.

Research would needed to be done in to what benefits our members would like to receive, the club may need to move away from solely vehicle related discounts. Any discounts offered would need to be kept up to date and renegotiated regularly.

Any editorial in National press is great for the club, articles from Sprint could be offered to other publications for specific models.

PF asked how Bob suggested increasing numbers of new members? Bob would like to revamp the members discounts section and advertise with the national press when TVRs are featured.

RD added that any new discounts would have to be negotiated during office hours, this had proved difficult in the past. All new discounts would have to be advertised on the website and in Sprint.

Budgets for marketing were touched upon and what objectives should be achieved for the money spent.

MM would discuss budgets with Bob after receiving his marketing strategy document.

Action Bob to submit his marketing strategy to Matt and then to the committee.

Suggestions from the committee included:

- Sending relevant articles from back issues of Sprint, to the classic car magazines.
- E-shots to members currently not used enough
- Specific targeted marketing and advertising.

Mem & Arts for the TVRCC Ltd to be updated by Matt in accordance with new company house rules. Nick asked if the new Mem & Arts would be brought inline with the Club rules? The rules & Mem & Arts would be looked at in tandem. **Action MM to revise the Mem & Arts.**

Public Relations

Approached by a former winner of the Trevor trophy to see if the club would consider making small replicas for the winners to keep? After much discussion it was felt that this would not be possible at this time due to the cost.

NEC – stand space had been booked, our plot would hold 8 cars the theme for this year would be TVR the Wheeler years, subject to available cars. Budgets for this years show would be finalised by Ralph & Matt.

Helplines – this service has been dormant for some time, after much discussion it was felt that it was a valuable member benefit and should be reinstated just as soon as suitable volunteers could be found. **Action Ralph to find volunteers for each model.**

Please could the two new committee members supply Ralph with job profile details and a photo for the website? **Action SL & MH**

RoCo

Dorset regional organiser to stand down in September a replace was being actively sort. The regions has a big geographical area a change of venue may need to be considered? Andrew Thorpe had been very pro-active in his approach but the attendance levels were still low.

Sail flag prices and designs were discussed. **Action PF to discuss with MM available budget for regional flags in the future.**

The issue in W & W Midlands which remains current was discussed at some length. The RO Steve Guest was concerned about having to authorize a Meet to which he was not welcome as this meet would be attended by Craig , Captain Slow on forum, whose actions to date during Club events had been considered by many to be irresponsible, bringing possible disrepute to the Club. When visiting the region PF had already taken Craig to one side and warned him that his showboating was becoming a worry and he had apologized and agreed to calm down. PF and Steve were hoping that the coming weekend to Cornwall, a large event in the region attended by both 'sides', would heal wounds and go a long way to solving the current issue.

Given there may be an election in the region in the near future PF expressed concern that there was no rule to give the committee the right of approval for any RO application and as a result the following rule was initialized

Given the responsibility of the Primary and Secondary RO roles, the committee reserve the right to approve/deny any application for these positions.

This was approved with the Chairman and is to take immediate effect.

Flyer was presented by Pauline, this had been designed and produced by Tony Coterill from E.Mids region for use at their regional events, it was felt by those present that this format of flyer could be used by the club nationally. **Action Pauline to liaise with Jon, Paul C & Tony to produce this flyer for use nationally.**

Archivist

Richard continues to help members with queries and liaise with DVLA as and when required.
TVR build sheet discussions were still ongoing.

IT

Pietro reported that the office back up were working as they should.
Forum rules acceptance would be trialled soon by the committee.

AOB

Jeremy made a presentation on behalf of Redstreet Associates a marketing company specialising in premier rate phone lines, after the presentation and much discussion it was felt by the committee that the competitions would be of limited appeal to our members.

Jeremy would have to exclude himself from any further dealing with Easy Track as he was working with them, but not in his role as TVRCC Chairman. Ralph would liaise with Sean on any future dealing between the club and Easy Track. **Action RD & SL**

Possible replacement secretary was suggested by Sean, he would come back to the committee online.

