

TVR Car Club

Minutes of a committee meeting held on 30 June 2007 at Rockingham Motor Speedway at 10am

Present: J.Blandford (Chairman), R.Dodds (PR), G.Crouch (Registrar), D.Smith (Editor), A.Brown (Club office), N Kay (National events north), D.Sloggett (Club secretary), M.Maneely (Secretary), C.Folkard (TVR Car Club Limited), P.Abate (Regional organizer co-ordinator)

Apologies: C.Denton (National events south), H.Bryan (Assistant editor), G.Walden (Competition secretary), A.Race (Trackday co-ordinator)

Action

Minutes of previous meeting

From the previous minutes, Jeremy said that Phil Townsend had been approached about a possible marketing vacancy on the committee, which he had accepted. He has a background in the marketing of cars and publications. He is enthused by the marque and may be persuaded to buy a TVR. His services will incur no cost to the club and therefore please use his expertise wherever required. A vote was held on Phil's co-option to the committee and the acceptance of the last committee minutes. Proposed Ralph, Seconded Pietro, vote – unanimous.

TVR update

A general debate was held by the committee on what we had heard or been told about the current state of play of TVR and any future planned production or activity.

As a committee we felt that there was no dependable information.

Jeremy to ring David Oxley to see if, as chairman of TVR, he wished to comment.

JB

Office lease renewal

re e.mail minute on renewal of lease (part of agenda).

We discussed and agreed that the new lease that had been entered into had a reasonable incremental rent rise from £3,000 pa to £3,300 pa of 3% pa.

Add to agenda for September committee meeting; office space.

David has received some documents relating to the lease renewal from the solicitors; he will forward there to Jeremy.

DaSl
DaSl / JB

TVRCC web site posting rules

A discussion was held on what was appropriate posting language and behaviour. We felt that as long as what was being posted was inoffensive it was Ok as the reader could decide on whether to read or not – point in case the current Bristol Vs Midlands posting wars to see which region could get the most posts.

However, We felt it was an opportune moment to review the guidance given to posters and moderators and therefore Web posting rules would be reviewed by Ralph.

RD

Whilst on the subject moderators were discussed. It was felt we could do with more. Ralph will ask Andy Malpass and the committee are to e.mail Ralph with the names of anybody else who would make a good moderator

RD /
All
committee

Action

TVRCC web site posting rules (Continued)

We discussed the risk of litigation meaning that the club would have to make available to court its electronic records of forum postings or other documents. Jeremy will review posting backups to see how long retained and, see how long we would need to retain them for court purposes.

JB

All outgoing e-mails from a committee member should have the limited company number and registered office.

Ralph to find out exactly what we should include and do a signature for all committee members to use on TVRCC e-mails.

RD /
All
committee

Attendance of office staff at events

The contracts of employment say that office staff have to attend all national events. When drawn up 4 years ago there were 2 national events this year 9 are listed.

The committee discussed this and decided that an office presence was not required at all these events. Some were economic as the number of members signed on and sales achieved was far less than the cost of attending. Instead these could be handled by resident committee members using the virtual office. The events are :-

Rockingham – Office present

Wedgefest – Office present

Griff growl – No office staff – Nick and Matthew

NK / MM

S Club Heaven – No office staff – Nick & Grant(?)

NK / GC?

Chimfest – Office present

BNG – No office staff – Nick & Pietro

NK/PA

Pre 80s – No office staff – Nick & Pietro

NK/PA

Gang on the green – No office staff – Corin & Matthew

CD/MM

As the contract of employment are a few years old and employment law has changed so much, it was felt that the contracts of employment should be reviewed by Jeremy, Matthew and Tony

MM / JB /
TV

Resources for event ticketing

Demand on time due to Gang on the green and Rockingham mean resources will be stretched. Rockingham tickets to be posted out by start of 4th week in July.

Carol will do a week to man phones or stuff envelopes so that this is achieved.

CF / JB /

Pietro and Jeremy also said can be called upon.

PA

Ann will also do extra days in July if required.

Mathew said that the club budget could stand this.

Chairmans report

The Chairman briefed the Committee about the recent complaint that he had received from a number of South West members regarding an RO and the measures that the Directors had taken to resolve the conflict and prevent recurrence. The Committee unanimously supported this decision and agreed that no further action was necessary.

IT –

?

the two new computers in the office now running on vista and working smoothly.

The database is still on the old computer and needs to be addressed

Chairmans report (Cont)

Action

Marketing –
initial work by Phil Townsend (marketing) had looked at packages of advertising to attain/raise revenue via Sprint, on the web and e.mail.

Marketing –
A competition to win an ipod will be ran to harvest e.mail address for our database. Once harvested, a monthly e.mail could be sent out which is sponsored. Phil has suggested moving all advertising in Sprint to the rear of the magazine. Derek aired reservations on this saying it had been tried before and people seemed to like the current layout.

Phil is going to review our rate cards and compare to other clubs. Derek to send to Phil

DeSm

Alison pointed out that it needs to be made clear to Phil we are not a commercial concern.

JB

Advertising –
Jeremy has been contacted by Peter ? . He sells advertising space in magazines on a commission basis. Matthew and Jeremy to review and report back on whether this would provide benefits.

MM / JB

A discussion occurred about classified adverts in Sprint, the time they take and, whether it would be better to have this as a web only function. Decided to let Phil do some work and discuss at next meeting.

PT / JB

Treasurers report

See separate report – appendix A

Matthew please forward to me to attach

MM

Bank balance high – due to Rockingham income not yet paid out for the rock and other services ordered eg marquee. It is on Deposit and is earning a reasonable rate of interest.

Magazine costs – Risen alarmingly above budget. Matthew to look at nominal postings as it may be an accounting error. If not, he will contact Derek and phil to find out what is going on. It was felt that the printing was under a fixed price contract.

MM

Year to date deficit £5,104. - Higher than budget due to print costs above. Subscription increases that had been planned to contradict the budgeted loss come in shortly.

Jeremy to look at IT systems to ensure we are still getting value for money.

JB

No slow moving stock

Matthew to contact S Grimshaw to explain why cash balance is so high yet assets are not

MM

Public Relations report

See separate report – Appendix B

Suggestion to committee by “Unrepentant” that the Chairmans Chat should go back into Sprint we discussed and felt that as a committee we may be guilty of being isolated from the membership masses and that by having a monthly committee member do some text we would be getting closer to the membership. Therefore monthly/bi-monthly column by rotation .

Derek to draw up a rota and supply editorial dates for submission.

DeSm

Public Relations report (Cont)

Website adverts – current website does not allow them very easily and, revenue would not be high but time would be high. Talked about a parallel website TVRCC.TV which would have adverts. Jeremy in favour. Ralph to contact Phil and report back

NEC Classic show – read para 8 of Ralph’s report, about waiving joining fee. The committee discussed this and Jeremy proposed that at Shows and National events the club would waive the joining fee to new members. Seconded Derek, Vote unanimous.

Action
RD / PT

Editors report

See report attached to agenda.

Minuted thanks from Derek to Howard

If you want an article in Sprint please remember the print deadlines

Derek is to retire as editor next year. The team management is the element which takes up the time. Please think of any possible editors

Derek to write job description to pass to Phil for advert in sprint

De Sm/ HB
All
committee
All
committee
De Sm / PT

Club Office report

Nothing that has not already been covered

National events report

Public liability insurance Alison to supply Nick with details

BNG 08 in Cumbria and in 09 to Teeside. Plan thereafter is to move it around Northern regions.

AB / NK

Regional events report

See separate report – appendix C

Dorset Regional organiser is leaving due to personal commitments.

Pietro reviewing regional organiser rules and guidance

PA

Registrars report

Average membership period risen from 2.3 to 2.7 years.

Club office has new version of database.

The archivist needs to tie in Archives to Database

RS

Any other business

MM :.TV is updating rules of the club. Matt has arranged for Jordan’s in Bristol to then look at them from a legal view point and a best practice view point for a nominal fee.

JB : HB is stepping down at next AGM as he has found committee life is not for him.

RD : it was discussed and agreed that the private committee forum should be succinct and to the point. JB to act as moderator on the forum and delete any idle chat. If an important announcement then e.mail all concerned.

Jeremy to attach a sticky to committee forum with committees phone numbers and e.mail addresses

RD : Al Melling seminar. Review on 10th July – a week after Sprint has come out, via a web forum to decide whether a goer or not. Alison wants it minuted that she did not think that the seminar was a good idea.

JB

All
Coommittee

DS : Next 2 meetings booked at Gaydon are :-
 Sept 15th
 Nov 17th

There being no other business meeting closed at 2PM

Appendix A – Treasurers report

TVR CAR CLUB REPORT TO COMMITTEE MEETING OF 30 JUNE 2007

BALANCES AT BANK

	Same time last year 28 June 06 £	Year end 30 Sep 06 £	Last meeting 23 May 07 £	Now 28 June 07 £
Current	28,272		25,893	53,405
Savings	140,264		153,201	143,574
Euro (£)	?		5,027	5,077
Total	168,536	158,582	184,121	202,056

As you can see, we are ahead of the same time last year and last month but this is mainly due to the impact of Rockingham (both income and expenditure of the event to date) and I have reconciled the cash to my last report below.

	£'K
Balance at 23 May 07	184
Add: Rockingham income	11
Less: Rockingham expenditure	(1)
	<hr/>
	194
Add: other income and expenses	8
Balance at 28 June 07	<hr/> <hr/> 202

ACCOUNTS

	Year end 30 Sep 05 £	Year end 30 Sep 06 £	3 months ended 31 Dec 06 £	6 months ended 31 Mar 07 £
Current liabilities	(172,651)	(188,331)	(160,472)	(276,765)
Net Current (liabilities)/assets	(8,147)	6,982	6,370	(6,451)
Reserves	11,704	27,306	27,446	25,594
Net profit/(loss)	3,383	15,602	(3,612)	(5,104)

As you can see current liabilities have increased significantly between December and March. This is expected as we have taken lots of money up front for Le Mans and Rockingham. There has also been an increase in member numbers which due to the way we account for member income pushes up the amount owed back to them as at 31 March. There are also a few additional expenses that typically become payable around 31 March.

The loss for the six months to 31 March 2007 relates primarily to the increase in magazine costs (both production and postage) together with an increase in regalia costs as we have stocked up with 60th anniversary products. We are just over £3K behind our prudent budget for the same period so we will need to keep a good rein on expenses to ensure that they do not get out of hand over the next 6 months.

BUDGET

I am concerned that magazine expenses are significantly ahead of budget (by over £13K) and we need to review these as a matter of urgency (at least to ensure we're getting best value for money).

Matthew

Appendix B -Public Relations Report

1. Pistonheads. Apart from the TVR only or not TVR only debate for Rockingham and the fallout from Derek's Editorial, there has not been too much criticism of the TVRCC on PH recently – members finally seem to have taken heed and realised that if they want a reasonably quick response from one of us they can post on our website to get it.. Warranties are still coming up from time to time and there was a good suggestion from one of our members that perhaps we ought to try to set up a scheme similar to the Manning Insurance scheme whereby we can have a "Club preferred warranty". Thoughts?

2. Website. Registered members continue to grow – as of this afternoon it stands at 2867 – a 21% increase in three months since our last meeting and an increase of 57% compared to our position in Jun 06. The single password login has certainly aided this and we are forecasting another rise over the next couple of weeks as the old system is turned off on Saturday.

3. At our last meeting I reported that we were on track to hit the target of 12m hits for the first ¼ of 2007 and could even hit 13M. In fact we received 13105590 hits – our best ever ¼ but this ¼ we are looking at outstripping that by a further 23%. Current trends show:

3rd ¼ 2006 – 10195999 hits

4th ¼ 2006 – 11140545 hits

1st ¼ 2007 – 13105590 hits

2nd ¼ 2007 thus far – 15304724 hits which if this trend continues we will be looking at >16M hits for the ¼.

I freely accept that total hits is inaccurate but given that we are comparing like with like, I am content that this is a fair reflection of increased website performance over the period

4. There have been four threads on the Suggestions to the Committee forum since our last meeting which still have outstanding action:

Picture This Paul (ex Wilts RO, can't remember his surname!) wrote:

"Having submitted a few entries over the years for the 'Picture This' competition in Sprint, and read some comments on this forum about other member's feelings regarding their submissions to the magazine, I wondered whether the club might create a 'gallery' on this site in which all entries for each month would be displayed (subject to the photographer's permission), perhaps with larger-sized images for those coming 1st, 2nd and 3rd.

This could lead to a TPOTY (TVR Photographer Of The Year) award for the most popular image, as voted for by the membership (much like the site poll on the home page)."

I personally like this idea and am perfectly willing to create the page, resizing images etc. Derek/Howard – your thoughts please. I need your buy in to let me have the images.

Chairmans Chat. Paul Bennett wrote:

"A while ago we started seeing a column from the Chairman and sometimes other committee members at the front of Sprint. I don't recall seeing it recently.

As even in the 21st century Sprint is still considered the primary means of communication with members (news of the famous Burdette conversation was reserved for it even though it could have been posted here some weeks earlier) would it not be a good idea to have a Chairmans column at the front of the mag? That way the official club viewpoint on any issues of importance could be broadcast to the members rather than just the views of the Editor which we are told are personal and not representative of the committee?"

I have to say that I agree with Paul on this. Simon introduced a system whereby we spread it out amongst the Committee members so that he did;'t have to write every one. I'm more than happy to contribute if required. Thoughts?

TVRCC TV. Uncle Bulgaria wrote:

"you may have seen pistonheads TV on the pistonhead site which I think is quite good, how about a TVRCC TV page where members can send in clips of their TVR related films for us all to see, We could have clips of the TVRCC speed championship, Sprint climbs, Rockingham, old back home events, TVR trips abroad, Zolder, Le Mans, Tuscan Challenge Rounds, Inter regional gatherings, Trackdays, s club heaven, Chimfest, Griff Growl, etc etc"

I hope that you have all been following the ensuing thread on the main forum with avid interest! I personally like this and Paul Calland and I are looking at ways of bringing this about. We now believe that we have a solution which will not impact on overall server performance and I have asked him to provide a guide to costs which I will report back when received. I have agreed with him that we need to get the password system, classified and new regional websites sorted as a higher priority.

Website advertising. Paul Bennett wrote quite a lot but it boiled down to:

Can I suggest that we look at the **possibility** of introducing limited and unobtrusive advertising on this site?

Again, there has been a lot of debate running on this on the website. I should like to discuss this on Saturday please as it is potentially a key revenue earner if we get it right and a major headache if we get it wrong.

5. Media Coverage. Coverage in Classic Cars, Practical Classics, Prestige Car Buyer, There will be a Cerbera in Classic Cars August. Both CC & C&SC are featuring Diamond Rock in their issues out in next 10 days or so.
6. Advertising. In all of the above apart from the August Classic Cars due to budget constraints.
7. NEC Show. Contract signed for a 27x17m stand at NEC to show 14 cars. It's the biggest Club stand in the show and we must put on a good display. List of cars currently being assembled as is the overall show costs which I will present to you out of committee once a budget has been put together.
8. In my March report I highlighted that I am convinced that if we are going to sign up members on the day at shows like this, we have to offer a financial incentive as many other clubs do – ie join on the day for a discounted rate or waived joining fee. Otherwise they just take the form away and although the real enthusiast will join, he/she will join anyway. The discount will attract those who are wavering on the day and are taken in by the stand. At NEC last year I am certain that with a discount I could have easily doubled the number of new members signed up at the show. It may not be many, but another 8/10/12 members for want of, for example, waiving the joining fee, would to my mind make good business sense.

9. Rockingham. I will send separate email on this subject to Nick but for completeness:

Event Press Release completed to Update 2 as per our homepage and sent to Pistonheads, Classic Cars, Classic & Sportscar, Evo, Top Gear. Finally went out on PH news page (thanks Corin) and is a sticky on their forum but apart from a few of us it is awfully quiet over there about Rock!

We have advertised it in Classic & Sportscar January issue, Practical Classics March issue, Classic Cars April issue, Practical Classics June issue and Prestige Car Buyer (May issue) There are a couple of other magazines coming up with TVR features (Classic Cars August for one) but I think we have just about covered most of the market. If I had an unlimited budget I would go further but I'm tempted to say that any more advertising is unlikely to be financially justifiable.

The following have accepted invitations: Phil Bell (Editor Classic Cars), David Evans (Deputy Editor Classic & Sportscar), Richard Crouch (events editor and freelance motoring photographer who mainly works for the emap group).

The following have been invited but have not yet responded: Jeremy Clarkson, James May & Richard Hammond (Top Gear) and Jason Dawe (Used Car Roadshow).

I have not yet invited VBH as I personally think it would be wrong to do so without inviting her fellow presenters from 5th Gear even notwithstanding TN's track record in a Tuscan but am happy to discuss on Saturday

I have also sent an invitation to the Ferrari Owners Club, Aston Martin Owners Club, Noble Owners Club, Porsche Club GB and at Ali's request the Saab Owners Club in the event that any of their members would like to join us. None have had the courtesy to respond.

Peter Filby has confirmed that he still plans to launch TVR The Early Years at the show and will be there for both days signing copies of that and Success for those who have the original. I am waiting for him to come back to me with his requirements.

TVR attendance. I have been in contact with AB and JM-S about attendance and will brief the Committee.

Runs Out. I've been in touch with the Northants member who is organising these but he was off to LM when we last spoke. He said he would call when he got back – he has not yet done so.

Display Boards. Ali has the entire stock. The NEC Boards are the best quality ones that we have. We only have 2 dedicated Black/Silver diamond anniversary boards but I am conscious of costs and have not made any more up yet.

Appendix C -RO Coordinators Report June 2007

Been quiet on the RO front. The Dorset RO is resigning because of personal commitments, and I have asked him to try and find a replacement.

I have emailed all the ROs, and put a post up on the Forums asking for volunteers for The Rock. Ralph has also put a request up on the main news page. As of today I have 20 members who have volunteered. Jeremy has also written to all the ROs requesting volunteers.

I have met the member who is organising the drives and have put him in touch with Ralph.

Graham has come up with a great idea for regions to sponsor a driver at The Rock. I have sent Graham a list of all RO email addresses.

I have had to delete a couple of images from the forums, which were getting close to the mark. 'Gandalf' (WWM) has taken my comments in the spirit in which they were offered, and the images have been toned down. It remains to be seen if they remain so.

This weekend sees around 20 cars travelling from WWM to Cornwall. Both the Cornwall RO and the Devon RO are joining in with the festivities, with a drive planned and a meeting at the Bowgey Inn. It's good to see regions working in this way.

Pietro