



EDINBURGH ATHLETIC CLUB
MINUTES OF STEERING GROUP & COMMISSION CONVENOR

Date: Monday 11th May 2009

Present: Barry Craighead, Derek Cogle, George Sinclair, Pat Sinclair, Donald Gorrie, Bill Walker, Moira Maguire, Brian Nisbet, Moira Nisbet, Ian Cunningham, Marjory Cook, Yvonne Jones,

Moira welcomed everyone to the meeting.

Agenda Item		<i>Action required by</i>
1	<p>Apologies: Alex McEwan, Keith Ridley, Martin Ferguson, Enid Johnstone</p>	
	<p>Moira Maguire opened the meeting and thanked everyone for attending and welcomed Martin Little and Garry Robertson and invited them to give their web page presentation</p>	
2	<p>Web Page: Martin and Garry presented an update on the work that had been carried out by the web design team:</p> <ul style="list-style-type: none"> • 2008/2009 261 posts on the site. ML gave thanks to Derek Cogle and Keith Ridley for their input • Since the AGM the web team have had 1 meeting and already implemented changes to background, search tool and actions given to members of the group to investigate other proposed improvements. • Last year the hits on the web page peaked around the Scottish Gas 10k which indicates people are using the web page to seek out information • Most popular pages – gallery. We all need to encourage people to give pictures of our sporting achievements • YJ asks that directions to competition events are placed on our page <p>Aim for 2009/2010 to help EAC with online membership:</p> <ul style="list-style-type: none"> • Help increase membership for EAC • Help make joining EAC and renewing membership simple and more cost effective • Better data quality, phone numbers, e mail addresses • Easy to remind members that renewal is due – nowadays most people expect to renew online and download applications etc. Posting letters is expensive for the club in terms of paper, envelopes, ink cartridges, stamps and time. <p>Recommendation:</p> <ul style="list-style-type: none"> • A firm called Entry Central has experience in dealing with online membership and would manage the security of handling personal bank details. 	

	<ul style="list-style-type: none"> The firm has been trading since 2003 and is a leading agent for multi sport events. Edinburgh Road Club and Motherwell AC are just 2 clubs which use the services of Entry Central. <p>Concerns by the Exec:</p> <ul style="list-style-type: none"> Online membership is a risk we do not have at present Is the company a Limited company Due diligence would be required to be completed on the firm Are the firms' financial accounts available for inspection Data protection Can manual membership still be an option for those not wishing to use online Will this impact on Charitable status <p>Actions:</p> <ul style="list-style-type: none"> IC to speak directly with Entry Central and ask them to collect the entries for Scottish Gas, this will give us an opportunity to test the effectiveness of the firm Our membership is due for renewal at the end of the year, so we have time as a committee to work through our concerns and make a decision. <p>IC thanked Martin and Garry for the work they have done on the web page and for their online membership investigations and presentation at this meeting.</p>	IC
3.	<p>Review of AGM minutes:</p> <p>IC to review wording of the Charitable Status section and will rewrite and get these back to MN. Minutes cannot be placed on web page until these have been approved.</p>	IC
4.	<p>Update from Secretary:</p> <ul style="list-style-type: none"> PS updated the committee on the requirements to meet the Lloyds initiative. Committee felt this was an opportunity for the club to gain additional funding, and something we could strive to achieve. 20 sessions of Run/Jump/Throw could be actioned over the summer holidays. The initiative is based on basic principles that we are actioning in respect of gaining Clubmark, showing best practice and formalizing what we actually do. Showcase – PS to find out exactly what this means and subject to PS being satisfied all agreed to proceed. Festival of Sport on 28th June – PS to meet with BW to go over requirements. 	PS PS/BW
5	<p>Update from Treasurer:</p> <ul style="list-style-type: none"> IC handed out Income and Expenditure report as at 8th April, 2009. We are in a healthy state; however, we need to ensure we keep focus of our income and expenses. 	
6.	<p>Commission Convenors update:</p> <ul style="list-style-type: none"> All information about our competition results can be found on our 	

	<p>Website and in KR updates.</p> <ul style="list-style-type: none"> • Special mention - Lauren Peffers broke world record for 800 m – great achievement for her and recognition for the club. Agreed to send Lauren £50 towards the World Deaf Championships in Tibet. <i>PS to arrange.</i> • Good start to our outdoor season 	PS
7.	<p>Away Day in April: Reflections outlined from the day:</p> <ul style="list-style-type: none"> • Excellent day, reasonable turn out even although only 4 parents • Statistically very successful as out of the 4 parents attending 3 volunteers were gained • Talk by Gillian Cook was inspiring • Misjudged time at the break out sessions • Discussion about coaching groups • How do we build strategy for linking with schools • Reception environment how do we work on this – Patrick Gaffney has been to a couple of sessions – how do we link new members to make them feel welcome • Sponsorship – financial plan as to how to pull together • Communication strategy • New members • Marketing – including charitable status • Parents association strategy • How do we link better with Edinburgh leisure • Where do we get extra coaches from • Another Notice board required • First of the month a parents night • We could think about repeating away day <p>These are all positive thoughts, but we need to move forward and take action on these points.</p>	
8.	<p>AOB:</p> <ul style="list-style-type: none"> • Lacking in publicity about our achievements – we need to think of how we can market our achievements – Local papers? Part of away day action point. IC will phone Evening news/Scotsman and see what they can offer. BC to contact East Lothian Courier. • YJ confirmed Parents committee to donate £400. • HSL events – if we cancel we need to ensure notices are put up as some people had arrived to take part and did not know the event for that day had been cancelled. • BW suggests that when we put on a social event on it should be geared to a particular group in the club gaining support from that group to help raise funds. • NJL 24th May – Fife arranging 	IC BC

	<ul style="list-style-type: none"> • IC gave update on Trustee Status. Requires trustees to sign declaration. Agreed that DG, BW, IC, BC, David Stevenson, will be trustees. • IC outlined that Marion Donachie did not realize that by stepping down from membership secretary role she had given up her place on committee. IC to contact Marion to find out her requirements as she could be voted on by the committee. • Thank you plaque for services to be arranged for Norman Johnstone and Anna Sutherland. <p>BC asked for a vote of thanks for the chair.</p>	<p>IC</p> <p>IC</p> <p>PS</p>
9.	<p>Date of Next Meeting: 22nd June 2009 7pm Edinburgh Football Club.</p>	

Minutes approved at the Executive Meeting dated 22nd June 2009

Approved by: Marjory Cook

Seconded by: Pat Sinclair.