



Chelmsford City Supporters' Club

Meeting Minutes

Wednesday 25th May 2022 at 7pm at the EMG Inspire Stadium Clubhouse

Time of meeting 19.00

1. Present

Jordan McManus, Will O'Donnell, Gary Mixture, Dave Smith, Darren Smith, Luke Owers, David Cresswell, Will Cresswell. Clare Brewster, Andrew Palmer, Jon Read, Gavin Brewer

2. Apologies

- Apologies sent in by Richard Macey, Richie Bethell, Alan Jones and Adam Palmer.

3. Feedback from SC meeting with Steve Shore & Robbie Simpson on Monday 16th May

- Minutes from the meeting have now been circulated on the Supporters' Club website in the Members section and with Clarets4Change

4. Season Tickets

- The Supporters' Club have shared their views on pricing of Season Tickets with Steve Shore via email and are now waiting on the club to decide/release information
- In subsequent email exchanges with Steve Shore deadlines were set for when information was to be released. The deadline was by the end of Sunday 29th May. Committee to release a statement if deadlines are not adhered to.

5. SC Presence at Student Fairs

- The Supporters' Club committee will ask the club for their plan of events as well as what the club's expectation is for us at these events.
- The Supporters' Club will also ask for the clubs strategy and aims for recruiting potential new supporters.

6. Handover from previous to current treasurer (inc pay pal issue)

- Money that was previously put in to incorrect accounts have now been moved to the correct accounts
- Online Card reader to go through account.

Chairman: Jordan McManus

Vice-Chairman: Jon Read

Secretary: Will O'Donnell

Treasurer: Richie Bethell



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7. Membership (inc incentives, Honorary life members, introduction of life membership, card designs, membership form

- The following update from Richard Macey (RM) was read out at the meeting.

RM sends apologies but provides the following update.

RM is in the early stages of agreeing a few discount incentive offers to be attached to SC membership benefits. The first focus is on encouraging some pubs to offer 10% discounts on all alcoholic and soft drinks on Saturdays and one midweek evening of their choice; proposals were put to the Orange Tree and one other pub initially, with the latter considering and will confirm shortly. Other options will be explored next week, both for pubs and other food/retail outlets.

RM has since spoken to Licensee Adam at the Orange Tree and he has agreed to 10% discount for SC members on Saturdays and Tuesdays. Adam seemed genuinely keen to support CCFC fans as he's followed the club from a distance for a long time.

For further clarity, RM will look with other pubs to agree a different midweek night alongside Saturdays, so that the agreements are not completely overlapping. Ideally, RM feels it would be excellent if we can get three pubs covering Tuesdays, Wednesdays and Thursdays, to cover the main nights when midweek professional football is on television, alongside Saturdays.

On top of the numbered SC membership cards, RM has asked if we can get around ten samples of the Annual, Life Membership and Honorary Life Membership cards included in the order as that will allow him to cover up to five potential pubs/businesses.

- Luke Owers to send the list of current honorary members to the committee.
- Honorary membership to be voted on by members at the AGM.
- A centralised record of membership names/contact details is required. Jordan will look into this.
- Darren shared proposed membership card designs with the committee.
- Membership will begin to go on sale the week commencing 13th June.
- Merchandise for next season will be looked into and then decided on by the committee.
- Dave Smith to contact the Burger Van about the possibility of reintroducing match day breakfasts.
- Committee to look into pricing for a pin badge to be given to life members upon purchase of membership
- Membership form has been amended and updated by Will Cresswell. Will to circulate the form with the committee before it goes public.

8. Other commercial opportunities (inc kit sponsorship)

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- Supporters' Club to speak to the Football Club selling Christmas draw tickets by 24th September. Dependent on agreement with Steve Shore.
- If no agreement met then the Supporters' Club will look to run this ourselves and a plan to be put in place that includes are areas of the Club (Youth/Ladies/Walking Football etc)

9. Away Coach Travel

- Gary to investigate potential sponsorship opportunities.

10. Matchday Operations

- Andrew Palmer explained the roles and responsibilities of each Matchday Operations team. The SC Committee agreed that the Football Club must take sole responsibility for Matchday Operations in future, though we will not stop any SC Members who want to volunteer in an individual capacity

11. Communication Strategy

- The Communication model will be circulated with these minutes
- Anything that needs to be announced will go through the model
- Every branding of communication needs to be consistent
- 4 people will have access to all Supporters Club social media accounts, whilst 2 will have access to updating the website. Names to be decided

12. SC website

- N/A

13. Cricket Match on 2nd June 2022

- 20 names on the list of those playing so far
- 1pm start with Ingatestone Cricket Club open from 12pm

14. Pete Smith Memorial Cup Match on 26th June 2022

- Currently 20 people down to play.
- Dave Smith to consider doing a raffle on the day

15. AOB

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- Supporters Club Committee Profiles – Dave Smith to continue sending these out on social media platforms
- Date of next meeting – Week Commencing 6th June 2022

Meeting End – 21.40

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