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# Shrimps Trust: Zoom Meeting Minutes

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**Various- Zoom app**

**Date:** Wednesday 7<sup>th</sup> April 2021, 19.00

**Attendees:** James Wakefield (**JW MFC**) Steve Doran (**SD**), Joanna Wilkinson (**JJW Trust**), Jack Steer (**JS**), Ian Lyon (**RF**), Rob Wilkinson (**RW**), Paul Hodgson (**PH**), Steve Sandoval (**SS**), Mickey Millar (**MM**)

**Apologies:** Jason Arrowsmith

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## **Meeting Minutes – Morecambe Football Club Board & Shrimps Trust Liaison Meeting via Zoom App**

**Meeting Opened 19:00**

### **I. Introduction**

SD welcomed everyone

### **II. Club Update**

SD asked JW MFC to update the Trust on club matters since the last meeting.

JW MFC Government plans are going ahead to plan and look positive, hoping to use the ground as soon as possible, subject to hurdles being met. Club ready for fans. For Playoff games club hopes to get as many fans in as possible/ allowed in the stadium, much more the focus than any test events and ultimately looking for automatic promotion rather than play offs.

Budget for 21/22 unsure of as not sure which league we will be playing in. Dual planning taking place allowing for both league one and two. Looking to improve everything at the club

New GM soon to be appointed and announced, subject to resignation and notice worked. Club in reasonable shape. On the field good, would've hoped for 3 points rather than a draw last night but much harder to play bottom clubs at this point of the season.

SD- EFL been in contact regarding games, test matches etc?

JW MFC Looking like the semis will be closer together than before, but all to be confirmed. Focus of players, team, club is for automatic promotion.

3-year plan still in operation and going into league one would mean accelerating some aspects of it. Some points would have more priority than others

### **III. Future Projects- including roof and memorial garden**

#### a) Roof over the home end

SD- Invited JW MFC to update on latest news, including quotes

JW MFC- couple of options and price ranges. Rod Taylor (RT) working on the project as he is the facilities director. Cost would be a lot more than the current trust funds, club suggests to put those monies to the memorial garden project. Club will fund the roof project. Process is underway, with quotes for works, materials etc.

SD- Initial figures at one point were mentioned as £30k, our 10% a drop in the ocean.

(All agreed to focus on the memorial garden project with RT)

JW MFC- Idea is to have one project underway and one completed by season

#### b) Memorial garden

SD- PH & IL researched and sent through various grounds pictures for ideas, which emailed on to JW MFC

SD suggested getting in touch with Accrington Trust as recently completed o completing their garden at the ground. How did they go about it? Things that went well and not? Did they get help from suppliers, supporters, funding etc

JW MFC received the pictures and liked various aspects. What do trust want it to have in it?

IL- Ultimately location will decide the content

JW MFC- Club has two options to suggest- main/home stand corner area or opposite Hurley behind mansion, also could have plaques around the pitch but not everyone could view them...

IL- suggest low wall with flowers and beds with plaques up.

Discussion regarding scattering of ashes by the pitch, chaplains services

All agreed to meet with RT and look at both options within next few weeks, as government allows

#### c) Boot kit

SD- research showing less football clubs and more community points are doing these collections. Generally ask for donations and match to people coming forward in need of the kits.

Plymouth bank x 25 collection bins, schools and sports clubs, with sponsorship of the bins, internal processing of donations and withdrawals

Barrow x1 drop at stadium, community sports then sort out

Herefordshire FA mention particular requirements

Avon & Somerset Police include rugby

JW MFC suggest chatting with Mike Hinchcliffe chair at Vale of Lune Rugby, consider players boots and start small and work out from there

#### **IV. Ticketing plans 2020/21 compensation, 2021/22 pricing and ticket styles,**

SD- PH sent through new update from Mansfield Town who are giving unique specially printed shirts to all current season ticket holders. Around 1570 to be printed, funded by the owners.

JW MFC all in agreement that some combination or options for compensation in some form, something in recognition of purchase, such as multiple households with one I follow pass and all season on i-follow. Club keen for Trust approval. Next couple of weeks will decide and send through proposal for Trusts consideration.

SD 20/21 ticket options, rewards?

JW MFC Membership of the club, dual membership with Trust... lots of ideas from GM candidates

#### **V. Outstanding points**

JW MFC- Ladies toilet roof now repaired and water tight, but work inside to do

- Flip seats, screens for carers possibly next season, but definitely seating in place for them short term
- Access to disabled toilets- agreed and again part of the improvements for the future

SD queried the structure/ roles at the stadium for facilities.

JW MFC Toby stadium manager, RT Facilities director and GM will oversee it

SD queried working parties, volunteers for season start, maintenance...

JW MFC June/ July time pre 08/08 for improvements

SD queried any general clean and tidying required to be done, such as sweeping steps, removing moss

JW MFC Club and Trust can prepare a statement if help required, liaise with RT

#### **VI. MFC Fans forum/ webinar**

#### **VII. Fans survey/ open meeting**

JW MFC start with Trust members. Club want to know from fans and working with trust can achieve that. Podcast gives some information, want to know what content wanted and what do people want to know..? Better to respond to general queries than individuals on individual posts.

Example questions discussed... How long do you spend at the club on match days?

Age, who come with?

How travel to club?

What does the club do that upsets you most?

What do you want to know?

If club put on Euros would you come?

Have you used hospitality?

What do you want the club to offer?

JW MFC want to broaden the fan base so need to know who already there, to find who isn't. Can answer further questions on webinar like last time.

SD Working together is the best idea. JS survey on return to stadiums got great engagement and data, a great basis for the club to use.

All to consider questions that could be used

SD- Trust days were a great example of using the outside space.

PH Accrington have bands playing, a lot of fans there for 6-7 hours.

JW MFC Various clubs with great ideas and fans stay, more before and staying after kickoff and games as standard.

### **VIII. Provisional plans for future events**

JW MFC- Play offs potentially, starting to take bookings for off the pitch.

No music concerts this year as unsure of regulations and time pitch available

Maximizing what we do

SD- previous commitments to other years etc.?

JW MFC- Not a massive amount as many rebooked for this year already, cancelled or already done.

IL Euros will be shown at the club?

JW MFC If put on it needs to be worthwhile.

SD Inside with TVs already there, outside greater capacity with social distancing but weather dependent.... Add to survey questions

IL I-follow away games to be shown at the club itself, something Carlisle looking at doing

JW MFC It is something I-follow are looking at themselves. Club doesn't want to discourage fans from traveling to away games.

### **IX. AOB**

Cashless – payment terminals increased from 7 to 15

SD queried app JW MFC included in lots of ideas for improving experience

RW suggested inviting the new GM to a meeting when settled in, JW MFC agreed

### **X. Forthcoming meeting dates**

28/4, 26/5, 30/6, 28/7, 25/8, 29/9, 27/10, 24/11, 29/12

**Meeting closed 8.20pm**