

Minutes of the Annual General Meeting of

The Hull City Official Supporters Club

Saturday 17th July 2021 11am

at The Tigers Trust Arena, West Park, Walton Street, Hull

Attendees: **Directors** - Kathryn Townsley (KT), Melvyn Utley (MU), Will Jordan (WJ)
Others – David Batte (DB), John Drinkall (JD) Janet Drinkall (JaD), Ann Holland (AH)

Apologies for Absence were received from:

Vice President: Tony Conway

Directors: John Williams (JW), Keith Harvey (KH), Tony Conway (TC), Alex Green (AG)

Others: Chris Grubb, Keith Harvey, John Hawley

Minutes of the Previous AGM: These were distributed and approved by those Directors present as a true and correct record.

Chair's Report

KT reflected on the last year and looked ahead to the upcoming season per the attached report.

Finance Report

WJ advised that the draft accounts (circulated to attendees) have a couple of amendments to be made prior to finalising and lodging with Companies House, but that as a result of a lack of events, sponsorship and not pushing memberships, a loss will be reported for the year to Dec 31st 2020.

A discussion ensued regarding ways to decrease expenditure (some already adopted – partnership agreement with Southgates accountants and a renegotiation of the franking machine rental fees to a zero rental, and increase income. It is hoped that with the lifting of the national lockdown and an increased Board and the opportunity to work with together KCOM, more events can be hosted and the financial situation can be improved.

Marketing / Media Report

In the absence of AG, MU advised that securing advertising / sponsorship had proved tricky over the last year especially, and despite a concerted effort by DB to obtain some advertisers for a new edition of Tiger Mag, a decision has been taken to produce online only at this moment in time.

Our social media footprint had extended considerably over the last year, with our revamped Instagram page, Facebook live videos of our pre-match zoom sessions and Twitter match comments gaining new followers and interest in the OSC itself.

It was noted that our website isn't ideal for a supporter group though provides a secure database for our membership but is ironically difficult to navigate for would-be members due to having to "join" Pitchero and the OSC separately.

Election of Directors and Officers

The following were duly proposed and seconded as Directors:

Chair – Kathryn Townsley

Vice Chair – Melvyn Utley

Finance – William Jordan

Marketing – David Batte

Events Director – John Drinkall

Alex Green remains as Media Director and John Williams as Director.

In addition, despite not being able to attend the meeting, but having confirmed their desire to join the OSC Board of Directors in advance, both Chris Grubb and John Hawley were proposed and seconded as Executive Directors.

Ann Holland remains as an Officer representing Hull City and Janet Drinkall was happy to be appointed as an Officer also.

Any Other Business

- Will Jordan will progress the shift of the OSC to a Community Interest Company with our accountants.
- Will Jordan to update Companies House with the new Board member details.
- New email addresses will be set up for the new board members and officers, and a zoom meeting is to be set up to take place in the next week to formulate a schedule for the forthcoming season.

In the absence of any further business, the meeting was closed at 12.45pm

Hull City Official Supporters Club

AGM

Saturday 17th July 2021

Chair's Report

The “invisible” season – not there to see it in person, but we probably all watched more matches than we would have done normally via iFollow.

Congrats to the team and staff for the spirit and togetherness which secured an immediate promotion back to the Championship.

An unprecedented season for us too.

Whilst the AGM financially looks back to the year ending 31st Dec 2020 – I'll make mention of our fundraising for Tigers Trust and The Angus Macdonald Foundation – thanks to a combination of in pub and Zoom quizzes, and also the very significant investment we made here in the TT Arena in partnership with TT to rebrand and really publicise our presence in readiness for this upcoming season. The Arena is our official home, and we're ideally positioned to promote and support TT as a result.

We need to push the pre match socials we have here to home and away fans – it all helps the TT funds too – and use the Arena where we can – can we for example, host a themed football tournament? Some of you may remember the night the Icelanders came to visit!

Looking back over the last 12 calendar months well, we've had to adapt considerably. We've taken a conscious decision not to promote our membership – mainly because we couldn't really offer specific member benefits during the pandemic. This means that the only money coming in, has been charity fund raising money which has gone straight back out, so again, and Will will reveal the detail shortly, but our expenditure has outweighed our income. Fortunately, we inherited probably too wealthy a bank balance when I first took office and it's been a conscious decision to reduce that – but not flippantly. That though cannot continue, and we need to look at different ways to bring cash in – so that we can afford to do more & set us further apart from other supporter groups.

A start has been made on that – we have a new partnership with Southgates accountants who in essence will see to our accounting needs in return for their logo on all our publicity material, and we've renegotiated our franking machine to a zero rental too.

I'm delighted that KCOM have confirmed they very much want to work with us again following our Meet Hull City night at Driffild back in Jan 2020 and have a couple of locations in mind to start planning for. That enables us to get out and about again. I don't know about you, but I can't wait.

We've also had businesses approaching us with offers of prizes for example – I suspect that our League promotion helped considerably on that, but it's allowed us to reach people and offer something different.

We continue with our quizzes for the remainder of this year at least – both online (quarterly) and twice monthly in the pub – this year raising funds for Tigers Trust in their 30th anniversary year and The Jeff Astle Foundation.

It'd be great to get some different type of events organised though & I'm heartened by the interest we've had in us, what we stand for and what we can do both today in terms of all of you present, and over the last year – it's been the weirdest year in that we've really been reliant on technology and social media especially, but there's been something of a tidal change in our perception – unless it's just me?!

We've not been able to golf either. Hopefully, we can get our 3rd tournament off the ground though in the autumn.

We look to extend our work with the Tigers Trust too – it's great how they're using our donation to fund 30 places in their summer schools for kids who wouldn't normally be able to take part.

Our communications with the Club itself haven't stopped – Ann I'm sure will testify to that. We're still very much part of the Supporter Meetings, we've had a 1-2-1 meeting with Ehab and from my last exchange with Joe Clutterbrook it seems that the work we did at the very end of 2019 on the membership / ticket pricing structure is only now being realised for the great deal it is! Hopefully that'll lead to increased match attendances.

There's a lot more that's gone on in the background that doesn't make the headlines, but it's kept Mel, Will, Alex and me busy and on our toes, but I'd like to think we've gone a long way in the last year to ensuring City fans (and fans from rival clubs in some cases) have still felt part of a football community.

Alex I really have to give a special thank you to. He's been an absolute star with the Tweets and setting up and running our Instagram page as well as securing some of those prizes mentioned earlier.

Mel – it was right to bring back the pre-match zoom sessions after they flopped a bit in the 2019/20 season – we'd have never seen Tom Wilson's kitchen & garden if you hadn't and again, it's broadened interest in who we are. Thanks too to John, Justin and Stan for willingly participating in those & the Euros ones too – I'd better not linger on my Final score prediction at this point had I?

Will – again, thanks for being our very own Matt Ingram – our safe pair of hands! You basically send the accounts over for a rubber stamp to the accountants – which is a considerable turnaround from what happened immediately prior to you stepping in.

Special mention too to Tom Haymes who's provided really good match review / previews over the last season – hopefully, he'll find time for that to continue next season.

To coin a phrase...

We've been in Tiers.....but we'll be back with your help, stronger and with more to offer our members, I'm sure of that!