

#### Last meeting

- **Leaflet distribution**

Fantastic effort on this – look to continue. Include scout/guide groups etc  
Steve Pound also working on getting matchday sponsors.

- **Website Upgrade**

Tom has done a great job on this. We will continue to work on this by adding more articles and also the link to programs for fans who missed the game.

- **Discounts to military**

No movement since last meeting. David Iddiols to speak to Adam Tripp.

- **Merchandise**

Ongoing. We have added new t-shirts. Replica shirts have been restocked. New hats and scarves are on their way.

- **Merchandise Logistics/ Distribution - Stan volunteered to handle this at the last meeting.**

No movement, Stan still happy to help. Zach also happy to help. Elsa to set up a group to action.

- **SM/Twitter/YouTube opportunities - Kevin is looking at**

Youtube can't be monetised until we hit 1000 followers. Plan set out later in the minutes should help towards this.

- **Bar /Catering opportunities - Nige will be liaising with Cidinha/Michelle**

Pukka Pies introduced. Nigel Hunt informed fans that we hope to have an Italian company come in to take over bus operations, giving new food and drink options.

- **Player Sponsorship**

All players gone. Some staff still left. Match ball sponsorship to be introduced. £20 for your name on the bus.

- **Q&A with ex pro**

Ask Charlie Austin when he comes down with Totton how much he charges.  
Nigel to speak to Dave Beasant.

- **Bookings**

Venue bookings have increased! We are a member of TAG venues, they promote us but take 15%. Elsa showed Nigel, Venue Scanner, same concept as TAG, he will look into them.

#### Attendance push

- Attendances remain around the same. Schools have been a good hit. Pub of the club hasn't translated into huge numbers of new fans.
- Shop windows with fixture posters – shops can be mentioned in the programme, names of shops with posters in need to be given to Elsa.

#### Social media/newsletter

- Increase in video content. We will increase the length of our videos to around 10 minutes to push them higher in the algorithm. We will do this by releasing a video after each match which will include highlights of the game, Mooro's thoughts, man of the match thoughts/ captain's comments.

- We would also like to introduce a fan reaction video.
- Elsa has spoken to Andrew & Josh Bishop. Josh is our resident TikTok advisor!! He will look at videos and suggest what we should post. Since the last meeting, we have been posting more on our TikTok channel. Elsa expressed how difficult it can be to get willing players to participate and also getting players there early enough to do the videos. We will give this a bigger push.
- Zach suggested linking back videos to stories on Instagram – which automatically get uploaded to Facebook too. Zach will have access to the Instagram to carry this out.
- Starting up goal of the month or supporters' player of the month in the form of a X poll.
- Club newsletter has been well received – Thanks Kevin. A need for clearer signs for people to sign up. Zach will create a page in the programme and poster for this with QR codes to encourage sign ups. Online program will be available to read later in the week. This will be sent on the newsletter and published on the website.

### **Update from Nigel**

- New cider – Kopparberg on draught
- Bud worst performing beer, will look at this and maybe replace with another low strength lager
- Meeting with the FA and UEFA – training centre.
- Tunnel – we are getting a new tunnel, new positioning – half way line so it is easier for fans to get into the clubhouse at half time.
- Ground grading nearly complete

### **General bits**

- Lateral movement  
We have applied for lateral movement to the Isthmian League. We won't know if this has been accepted until June/July. Just to manage expectations, it took Hendon 6 attempts to move to the Isthmian and it is very dependent on who goes up/down.
- Fan volunteers  
Zach to create a volunteering rota for roles such as 50/50 sellers, rather than having them on the gate. Half time activities hosts and club shop staff etc.
- Food and drink offers  
We will introduce Pie and a pint for £7.50. Zach to create poster
- Signage  
Zach to create new posters mentioned above as well as club shop sign, making it clear where it is. Reserved table sign for away team.
- Non League Day  
Big QPR push. Will contact the club directly. Elsa in contact with Sky Sports and the Premier League for features. Vouchers to be given out, come back for 50% off. Season ticket holders can bring a friend for free. Interview with Emmerson Sutton.
- Club Shop  
Shop to be stocked with key items such as hats, scarves and badges all the time.
- Kids under 14 to go free with an adult  
A great idea from Kevin, after much thought this morning we have agreed to start this next season as we have children who have bought season tickets for this season.