

# The Jammers Fans Association Committee Meeting

## August 2022

**Date:** Monday 22 August 2022

**Location:** The Blue Boar, Maldon.

**Attendees;** Richard Buckby (RB), Ross Holland (RH), Graham Mann (GM), Alan Taylor (AT), Lee Witney (LW), Scott Mitchell (SM), Keiran Ribet (KR),

**Apologies;** Tony Williams (TW), Anthony Knight (AK), Roger Stapleton (RS), Gary Rayner (GR), Mitchell Ribet (MR),

**Chair:** Richard Buckby

**Minutes:** Ross Holland

Subject & Minutes		Action Decision Message
1. <b>Welcome</b>	General welcome and a note of a venue change, following closure of the original venue.	M
2. <b>Minutes of last meeting</b>	<p>GM spoke to Tiptree Council regarding Tiptree Heath FC, which still seems a way off fruition. A Just Giving page to raise funds to assist with its establishment has only raised £1.3k with a £10k goal. If something was to happen, it would likely start with a kid's teams only.</p> <p>Club coverage on the Maldon Nub News (MNN) website was going well, with SM and his ghost writer LW applauded for their work to date. MNN were pleased with the increased coverage and had received positive feedback from their readers.</p> <p>The club were advertising for additional bar staff, with little success to date. Ideally the club would like some Maldon based staff which could allow the bar to stay open longer. Currently it closes so staff can return to Colchester. All members are encouraged to spread the word in an effort to fill the vacancies.</p>	<p>M</p> <p>M</p> <p>M</p>
3. <b>Chairs Update</b>	<p>TW provided the following updates prior to the meeting:</p> <p>TW has written to Jerry Carter regarding club and JFA meetings but had not heard back.</p> <p>Far end of the stadium to be discussed at next meeting with the club.</p>	<p>M</p> <p>A</p> <p>A</p>

- TW had written to Jerry Carter regarding whether ACS could provide alternative JFA t-shirts. A
- 4. Treasurers & 100 Club Update**  
At time of meeting JFA No.1 account had a closing balance of £487.38, with the 100 Club closing balance of £859.40, with the July prize pot expected to be £88.80. M
- 5. Secretaries Update**  
No updates since last meeting. M
- 6. Media Update**  
Lee to be assisted by KR and MR on media feeds. RB will create a group. LW, KR and MR need to work together to promote the JFA via all methods of social media and increase overall activity. M  
A
- KR discussed some research he'd found on improving social media visibility, which included (a) the importance of using hash tags (#) within future posts so they're recognised by more searches, and (b) the importance of 'teatime tweets' which are generally read by more people and not lost in general 'day' traffic. Templates were also discussed to make the process quicker and more recognisable. M
- It was general agreed using the NextDoor platform was not a useful way of publicising the club. The platform is not user-friendly requiring users to search for the information they require, rather than it being openly available or directed to them. Other platforms such as Twitter, Facebook and Instagram were far better, and our efforts should be directed to these in conjunction with Chelmer Radio and Maldon Nub News. M
- 7. Membership Update**  
Since the last meeting there had been four new members, three of which were a direct result of the recent flyer drop. M
- A general note to all to continue spreading the word about our great club. A
- 8. Club Update**  
Club home shirts are now available to purchase via Andreas Carter Sports. Away shirts along with other merch such as coats, hats and scarves will follow shortly. M
- Printed match day programmes would be making a comeback. Note – since the meeting this has now happened, priced at £2. M
- 9. Match Day Raffle**  
The match day raffle was proving a success and a good source of additional income for both JFA and club. M

Payment was discussed as it was noted sales were being lost to those people not carrying cash. RB noted the turnstile uses a Sum Up machine and this is something which could be explored further.

M

It was generally noted a selection of prizes should be available each week for 'winners' to choose from. Not all people drink alcohol, and with the raffle being open to all age groups, there should always be an alternative 1<sup>st</sup> prize available of equivalent value.

M

Whilst prizes must make entry attractive and worthwhile, we need to maximise profit. RH suggested a trip to Macro to buy some prizes in bulk at low cost, and RB mentioned a card was available. Committee members should not feel obliged to donate prizes, and the raffle should be completely self-funding.

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It was agreed a Christmas draw should be undertaken, with better prizes, and we should explore prize possibilities with local businesses.

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## **10. Lowestoft Coach**

At time of meeting 21 supporters had paid to use the coach, with 9 places still available.

M

## **11. Tiptree Volunteers**

GM mentioned representatives of Tiptree Volunteers who attended the Harpenden Town match thoroughly enjoyed their afternoon commenting they had been treated like VIPs. A couple of them mentioned they would attend more games in the future. All agreed it was a great result all round.

M

## **12. Foodbank Collection**

Nothing further was discussed regarding the food bank collection. KR confirmed he would supply some boxes, and all agreed to promote the collection as much as possible.

M

## **13. Fixture Promotion & Leaflets**

Over 1000 leaflets had been distributed by the JFA committee over the last couple of weeks, and it was hoped this would help in our push to boost attendance. If nothing else, it all helps to spread the word and get the club and JFA out there. A good effort for little expense.

M

## **14. Future Events**

RH enquired about a possible Christmas event and RB suggested we set-aside Saturday 17<sup>th</sup> December in the diary for a get together, with the clubhouse being an obvious venue. The committee to investigate this further including possible

A

catering options, whether this be Dominoes, a food wagon, or other. Should any member have a suggestion or contact, then inform a committee member.

M

M

RB suggested the Essex 20/20 cricket evening should be booked again for next year after going down well. RB is happy to arrange again.

## 15. Member Suggestions

None presented.

M

## 16. AOB

In our constant drive for publicity MB suggested presenting the MOTM with a 'quirky' item such as a pot of jam. All agreed this could be a good idea, and something we should explore further.

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Choosing and using a walk on music at home games was mentioned again. RB mentioned it was quite difficult to play music over the PA, but it is something we should explore further. RH suggested shortlisting a few songs choices before putting them to members for a vote.

A

## 17. Date of Next Meeting

Monday 19<sup>th</sup> September 2022 @ Blue Boar

M

Meeting closed @ 21:00

M

