

# Blackburn Rovers Independent Supporters Association

## DRAFT MINUTES

Meeting No: 5

The Aqueduct

15<sup>th</sup> Sept 2005

Present: Paul Brooking  
Dennis Gasgarth  
Gill Pegden  
Glenn Pegden  
Mike Graham (Chair)  
Claire Nolan  
Michael Cahill  
Carole Billouin  
Peter Henderson  
Sue Nolan  
Neil Thornton

Apologies: Claire Lloyd  
Ste Birtwell  
Tristan Stock  
James Billouin

- | <b>Item</b> | <b>Welcome and Apologies</b>   | <b>Action</b> |
|-------------|--|---------------|
| 1.0         | <b>Introductions</b><br>Mike Graham agreed to chair the meeting. Round table of introductions. Paul outlined the purpose of the meeting was to focus closely on preparations for the BRISA public launch.  |               |
| 2.0         | <b>Minutes of the Fourth Meeting and Matters Arising</b><br>No minutes of the fourth meeting had been prepared as this was primarily an informal discussion with the Ewood Blues, Disabled OSA and Irish Rovers. Matters Arising would come from the Agenda. Paul has written notes of the discussion if anyone wants to discuss |               |
| 3.0         | <b>Public Launch</b>   |               |
| 3.1         | Do we need a public launch?<br>It was concluded a public launch to put the BRISA message in front of Rovers fans and the media was essential. BRISA's message must be clear and concise to all.  |               |

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### 3.2 When/Where/How

After much discussion the meeting agreed the launch would take place in Blues Bar on October 27<sup>th</sup>. This date was chosen as BRISA needs to publicise its existence at a home game immediately prior to the launch (Birmingham City (September 22<sup>nd</sup>). While there are concerns regarding what will be perceived as club facilities the benefits – location, well known, good parking, bar, free, large accommodation – outweighed the difficulties presented by using club facilities (Blues is not actually owned by BRFC)

Michael Cahill offered to make contact with Blues Bar to arrange

Michael,

Paul and Den to meet with Tom Finn to discuss publicity (meeting set Thursday 29<sup>th</sup>

Paul, Den

In programme

On big screen

Rovers Radio

Leafletting inside/outside ground

### 3.3 What can we say to Persuade Fans to Join?

The the key “selling” points BRISA should present are:

- BRISA will represent fans views to the club
- BRISA will represent fans views to the media
- BRISA will present a positive view of the club to the media
- BRISA will improve communication, in both directions, between the club and the fans
- BRISA will ensure supporters’ issues are addressed and answered by the club
- BRISA will be a voice for the fans

Neil Thornton offered to work on publicity material, press release, press contacts etc.

Neil  
Thornton

Neil indicated BRISA must concentrate on:

The Message:

Who are we?

Mission Statement

When is the launch

Where is the launch

Why is BRISA necessary

Publicity would focus on using club facilities, local press and media.

Glenn has been working on the Press Pack and will forward this info to Neil

Glenn

Leafletting at the Birmingham City home game to promote the launch meeting.  
Leaflets to be designed by Clare Nolan and Mike Graham

Mike, Clare

### 3.4 Star Names

Mike, Neil

BRISA wishes to involve “celebrity” fans at the launch meeting. Jack Straw to be approached by Mike Graham and possibly Wayne Hemmingway (by Neil Thornton)

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### 4.0 Next Meeting

Tuesday 27<sup>th</sup> September – Aqueduct 8.00pm  
Dress Rehearsal - 13<sup>th</sup> October – venue to be decided

### 5.00 Other Matters:

Agenda for Launch Meeting to be devised by Paul and Mike

Paul, Mike

Membership will be, as previously decided, £5 per household but only one vote per membership at AGMs etc. Membership to run in tandem with the football season

Steering Group should remain in place for a minimum of six months after launch. An AGM to be held towards the end of this season at which formal elections would take place.

### 5.2 Where?

To be decided but independent of the club

### 5.3 How Will it Work?

This point relates primarily to a formal committee structure. The meeting agreed for the current “Steering Group” to stand down at the launch would be counter-productive. The Steering Group would remain in place for six months after the launch date to provide continuity. After this period a formal committee to be elected at an AGM

### 5.4 Guest Speaker?

The meeting hoped to invite Tony Parkes for a short Q&A session

Dennis

### 5.5 How do we Quantify a Successful Launch?

It was agreed BRISA could attract an initial membership of 100. The meeting appreciated building membership will be a long and continual process.

### 6.0 **Money**

#### 6.1 How do we generate Money for BRISA? Sponsorship – how, who?

The meeting unanimously voted for a £5 membership fee with free membership for under 16s. Until BRISA “has something to sell” potential sponsors would not be approached.

#### 6.2 How Much do we need to Generate? What are our Costs?

The meeting did not discuss a specific budget but considered the need for funding was pressing. Paul and Ste B indicated Admin of brfcs.com was in a position to make a small loan to BRISA if the meeting agreed. A vote was taken on with the unanimous result to accept the offer provided this clearly a loan, which MUST be repaid to brfcs.com. Ste B and Paul did not participate in the vote.

### 7.0 **Any Other Business**

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### Communication?

Emphasis was placed on the need to communicate swiftly and positively to every fan who expressed an interest in BRISA

Football Supporters Federation

Discussion took place on the need to be affiliated to this body. More information required

Scott

### 8.0 **Close of Business / Next Meeting**

There being no further matters to discuss the meeting closed at 10.15pm. The next meeting to be held on 16<sup>th</sup> August at 7.30pm, venue The Acqueduct. This meeting will be BRISA's first opportunity to meet with other existing / now defunct supporter's groups.