The aIVC National Committee meeting Minutes -

 Saturday 13th September 2014 at 10.30am
Venue:Toto's Wine Bar, Bristol Harbour, 125 Redcliff Street, Bristol BS1 6HU

Officers present- CHAIRMAN: Hilary Brown [HB]. SECRETARY: Philip Allen [PA] TREASURER: Michelle Workman [MW] EVENTS: Pete Howe [PH] NATIONAL DEVELOPMENT: Bob Clifford [BC] PUBLICITY: Sarah Davis [SD]. WEB ADVISORY ROLE: Pete Norris [PN]

**1. Apologies for absence.**

Ann Jones and Jacqui Roote

**2. Minutes of last meeting - Matters arising.**
ACTIONS 2 and 7 (JR) were outstanding because Jacqui had not submitted a Report for the meeting
ACTION 4 (BC)was also outstanding
ACTION 13 (HB) to follow up by asking Nick Wilkinson to rephrase a motion on the introduction of a threshold for levy payments so that all clubs have a number of members exempt from paying levy. PA to check date for submission of motions to AGM.

ACTIONS from the present meeting.
1. HB to reply to an updated Code of Conduct and then email it to the rest of the committee

2. COMMITTEE to use the latest updated club contacts list for all communications to clubs

3. PH to arrange York gathering and contact York IVC
4. PA to check that November 21st is the deadline for submitting constitutional Motions for the AGM (Follows from Action 13 above).
5. All committee members to look at BC’s aIVC future website and the aIVC constitution
6. SD to email publicity information out to other aIVC committee members
7. PN to email a ‘road map’ of jobs to still be completed on the aIVC website
8. HB to email a contact for York or Glasgow IVC whom MW has emailed.

9. MW to process remaining Levy notices and refunds

10. HB to email committee for available dates for January meeting.

 **3. Officer Reports**

**Chairman**.

HB said that she was pleased that the first regional gathering had been organised in Bristol. Hilary was hoping that attendees of the gathering would initiate discussions at their own IVC clubs after coming along to the meeting. HB referred to Ann Jones booking the top deck of a yacht as a meeting area for the London regional gathering on the 22nd November. Ann was currently looking for suitable meal venues for attendees to visit on the Saturday evening. HB also referred to York being a venue for the Northern regional gathering in January or February 2015.
**ACTION 1.** Having received an updated Code of Conduct by email, HB to reply to it and then email to the rest of the aIVC committee.

HB said that she had sent out an updated contacts list for clubs to the aIVC committee on 9 June 2014 but not all the committee are using the updated list. Hilary also reported that NEWSLINES had been sent out to an IVC member who had recently died because an old contacts list had been used. HB said that she is regularly contacted by clubs to give their updated details and then sends out a revised list.

**ACTION 2.** Committee to use the latest updated list.

**Secretary.**

Nothing to report

**National Events Co-ordinator.**

PH said that the September-October Events guide was due to go out. He asked if IVC clubs would be prepared to advertise their Christmas events early?

SD advised that the Cambridge Christmas party is to be held on 13th December.

PH also asked BC why Active Hampshire IVC don’t advertise their activities in the Events Guide?
BC said that Hampshire members held a lot of negative, indifferent views on AIVC.

PH reported that the next inter club event was the weekend in Ashbourne, Derbyshire on 3 October.

Two possible dates for the York Regional Gathering had been offered by the venue - weekends of 6th February and 6 March 2015. PH would be contacting York IVC to involve them in the weekend. The February date was agreed as preferable as March was too close to the date for Conference.

**ACTION 3.** PH to contact York IVC and to arrange booking for event.

  **National Development Officer.**

BC said that the feedback forms for the day covered all different aspects of aIVC.

Border & Lakeland IVC were not closing down but BC would get up to the Lake District to discuss the current predicament.

Thames Valley negotiations on a merger with Oxford IVC broke down. David Golby, who was for a merger, has stepped down as Thames Valley Chair man. Thames Valley were losing interest in IVC and BC was trying to persuade them to set up as a meetup group.

Exeter IVC had lost their webmaster but BC had set up their new website based on Agoria.

Solent Socialising IVC were facing stiff competition from local meetup groups.

BC felt that the current Glasgow IVC membership rates starting from £5 won’t support the current AIVC Levy.

BC commented that AIVC /IVC is seen as inwardly focused in the Basingstoke area.

PH commented that IVC is a social club that is organised, puts on weekends away and has commitment. Let other clubs go ahead.

PH also asked BC what is being done to develop clubs? BC replied that his primary concern is to control AIVC costs as many IVC's are cutting costs.

Are clubs getting Value for Money is a big issue.

SD commented that the Levy does represent good value but we need to inform clubs. IVC is managed lightly but there is a perception that it is bureaucratic.

PH asked BC if he had tried to increase numbers or introduced new clubs? BC replied that he hadn't concentrated on that.

**ACTION 5.** Committee to look at BC’s aIVC future website and the aIVC constitution

**Club Liaison Officer.**

No report submitted

**Publicity Officer.**

SD said that some IVC members were not aware of aIVC and that the different ways that aIVC communicates with IVC members was confusing; For example, aIVC website, AIVC future website, Activity Exchange [AE], NEWSLINES, IVC Events and aIVC committee member emails. Having 2 AIVC websites was particularly confusing and so if the ‘Future’ website was to continue, then it would need to be incorporated into the AIVC website. Sarah suggesting merging NEWSLINES with the Events guide. HB did not agree with a merger because NEWSLINES was for news whilst the Events guide was for promotion. SD said that NEWSLINES was characteristically boring, and that a merged document could contain fun bits and boring bits, in the same way as Cambridge IVC’s bulletin. BC suggested setting up a WordPress document on the AIVC website. PN asked what the NEWSLINES audience was? Sarah said that we need to decide the audience for different AIVC documents. The
AIVC website details need to be emailed to AIVC officers. These means of communication are not necessarily consistent with regard to their style or consistency. SD gave some publicity suggestions which included 2 stages.
STAGE 1: Focus on the ’now’. 4 ideas:-

1. aIVC to promote the benefits of IVC to IVC members, not to advertise to the general public. Focus on the current material, do we need different documents?

2. Document templates for IVC clubs. For example, a ‘new members’ welcome letter to aIVC.

3. Provide support for IVC clubs wishing to set up their own meetup group. 4. AIVC to liaise with PN on the AIVC website. The website needs to be easy to use and show the benefits that AIVC brings to IVC; For example, something that changes every month such as an ‘Event of the month‘. PH could include this ’Event of the month’ in the Event guide. PN said that there were ’featured events’ in meetup. BC said that Google only features things that keep changing.
An argument for rebranding. Raise the profile of aIVC within IVC by making publicity material like pens and mugs with aIVC written on them. Make sure the logo is on everything sent out and the fonts are the same so that all communications are in the same format. Suggested using a vector-based logo, used by different companies, in different formats. The aIVC website address needs to be on all literature. Little badges with ’aIVC’ written on the bottom? Letter-headed stationery? It was suggested that we could buy a banner for aIVC.
STAGE 2: Long-term.

1. The feedback on regional gatherings needs to be used.

2. The logo was weak. HB said that the logo had been agreed at the Stoke AGM and then verified at the Cardiff AGM. Consistency was vital. The regional gatherings help AIVC to set up a mission statement and a slogan.

3. We should consider the use of social media

4. We need to consider costs for paper-based material and promotional items.

PH said that it was worth discussing AIVC printing its own paper-based promotional material. The difference in price between A4 and A5 printed paper was not that much and so he suggested using A4 sized paper in future.

PN commented that we have a lot to learn from Meet Up groups. We need to embrace them and use them to our advantage. If people want to be less committed we should accept that.

PN said that AIVC had not been looking after IVC clubs enough and so it was right to go and rebrand AIVC. Pete thought meetup should be seen as an opportunity for IVC and not a threat. He had tried to persuade Northants IVC, who now have 60 members, to base themselves around meetup.

BC argued that IVC firstly need to learn from the unique selling points of meetup and
secondly learn from its own negatives.

SD felt that we need to amalgamate channels of communication. Have one website and maybe combine the Events Bulletin and Newslines. We need to consider who is our "audience".

**ACTION 6.** SD to email publicity notes to committee.

**News Officer.**

No report submitted

**Webmaster.**

PN reported that he plans to complete work on the address list.

He referred to a "Road Map" that he had produced that showed the planned development of the AIVC website.

**ACTION 7.** PN to email Road Map to the committee.

**Treasurer.**

York and Glasgow IVC clubs still need to pay the Levy. HB thought that she had an up-to-date contact for 1 club and so offered to email the contacts whom MW has emailed.

**ACTION 8.** HB to email contacts to MW.

MW stated that she had just stepped in to the role of Treasurer for Norwich & Norfolk IVC and so was learning how to be a Treasurer from her own club also. MW was hoping to set up a Treasurers group between clubs to help each other out with the Treasurer role.
Michelle said that she had set up online banking for the aIVC bank account and she will pay a receipt from the Bristol regional gathering.

**ACTION 9.** MW to look into which clubs aIVC needs to give a Levy refund to and process outstanding Levy Notices.

PA said that he had received a Levy Notice for Sheffield IVC from MW and had emailed back with Sheffield’s bank details, so MW could process the refund.

MW thanked the committee for agreeing the purchase of a printer. She has now purchased one for £59.99 and is able to process on-line transactions and print the confirmation sheets for the audit trail.

**4.Feedback from Bristol regional gathering.**

MW reported that the observer view of BC’s presentation was a bit negative. SD suggested that the Levy being £3.50 could have been presented positively before being presented negatively; For example, ’the Levy is only £3.50, what a good deal!’
One lady said to SD that her club committee thought the levy was too much.

**5. Website.**

PN said that he wanted to add a new ‘title’ record which the IVC club would retain control of. The titles would be ‘IVC members’, ‘IVC officers’ and ‘aIVC officers’. Pete intends to do this by the end of October including getting the privacy barriers right. SD suggested that this facility would be like a club officer database.

**6. Conference 2015.**

To be held the week-end of 24-26th April. HB discussed 2 possible venues for the AGM. The Novotel Hotel did not seem very keen to host the Conference whereas a gothic-style hotel gave Hilary a very good offer. This may be decided upon as the venue. The Copthorne Hotel had also provided a good package.

HB suggested that we could consider putting forward a motion to the AGM to increase the time in which an AGM could be held - from 1 March to 30 May. This would make it easier to obtain venues as we could get lower rates in the early season.

David Middleton had spoken to HB at the Regional Gathering and requested that we use lanyards instead of badges for delegates at the next AGM. HB would consider this request.

**7. Date / time of next meeting.**

January in Birmingham to view the proposed conference venue

**ACTION 10.** HB to email committee for available dates.
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