

CRAVEN MOUNTAINEERING CLUB

Minutes: Committee Meeting (198), Thursday 23 Nov 2017, 7.30pm

The Cavendish Arms, Embsay

Present: Sylvia Vida (Chair/Social), Shirley Emptage (Huts), Andy Hudson (New members), , Jon Lury (Gen Sec), Vikki Bassek (Evening Meets), John Ward (Day Meets/Social), Michael Faulkner (Treasurer).

Apologies: None.

	Updates in BOLD
1. New Members/Membership:	
04/05/17 Andy Hudson described the New members/prospective/Joining process and has created a document summarising the process. Andy Hudson agreed to keep the role of New members secretary. The age range of prospectives is very broad – mostly 40 to 60 yrs with a few younger.	04/05/17 Complete
04/05/17 Advertising for new members: Vikki suggested we can do cheap advertising via Facebook. What is our current feeling about whether to push increased membership? 21/9/17: Recruitment of new members: All agreed that we are not desperate to recruit but it would be good to have a steady trickle new blood and younger people joining. ACTION No action was agreed, so needs further discussion in the long term– i. Jon to d/w Vikki about how facebook advertising works. ii. Jon to d/w Steve Wilson about a. can we see the number of member logins to the website, 13/7/17 Andy emailed everybody to say that we can see basic visitor info by following the links: Dashboard/Jetpack. Steve, as administrator, may be able to see more detailed info. b. Is the website well set up to respond to keyword searches (Andy did a search on his phone and CMC came up – suggests it is doing well), c. Can we see how many external hits we got on the website? 21/9/17 Vikki explained facebook advertising: its cheap (suggest start with £10), sends notifications to a defined type of user, if they're interested they will message the club on FB and Vikki and Andy can respond (somebody has to monitor FB for responses. only V and A use FB regularly).	21/9/17: Most actions complete. 23/11/17 Vikki did a FB advert for 1 week, cost was only a few £, targeted climbing/walking keywords, within 20 miles of Skipton, age 18 to 65. Results were 1030 people saw it, 74 people liked it or clicked on it, we got 3 enquiries from it. Vikki will do FB adverts every 3 months or so.

<p>04/05/2017 Process for Set up of New Members on website and BMC:</p> <ul style="list-style-type: none"> i. New Members Sec will make the Website administrator (Steve) and Gen Sec aware of new members. ii. GenSec will check Bank Acct * for membership fee payment made by new member (and renewals of existing members at the start of every year). iii. Gen Sec will add the new member to the online BMC MSO system and add the new members email address to the working list (word document) of member's email addresses. iv. Website administrator will create website access for the new member and send them login details. 	<p>04/05/2017 Complete except *Jon still to get bank account access.</p>
<p>12/07/17: Barny Hopton new member –Post meeting: Jon to has entered on BMC MSO and create BMC invoice. Jon to circulate updated list of email addresses to cttee.</p>	<p>21/9/2017 complete. 25/10/17 Chris Vernon also added to BMC.</p>
<p>12/07/17: General update from Andy for year so-far: 3 new full members (Antony Whalley, John Saxton, Barny Hopton), plus Chris Vernon is re-joining, 4 new prospectives (Amanda, Andrew Sobala, Naomi Dalton, Rebecca Howard), 2 new enquiries (Gemma Pennington, Deborah Walpole). They found us via: 1 via poster at Harrogate wall, the rest via google search.</p>	<p>23/11/17 Chris Vernon is now a member. Amanda Marriott will join in new year because it is now so late in 2017. ACTION: Sylvia to put poster back in Harrogate wall. – was this done?</p>
<p>2. Communication issues/General Secretary:</p>	
<p>04/05/17 Remind people to sign up for email alerts from website. ACTION Jon to email all members with instructions about how to do it.</p>	<p>04/05/17 Complete</p>
<p>04/05/17 Discussion of relative merits of Website vs facebook - any differences? Relative merits? (The reason for this is that we are dependent on a person who can manage the website which may not always be possible, and therefore it may become preferable to switch to facebook). Vikki recommends FB. Overall it was felt that the website can do more than facebook and the website potentially offers better security. However, the cttee members present did not have enough knowledge of Facebook's capabilities to fully answer these questions.</p> <p>LONG-TERM ACTIONS</p> <ul style="list-style-type: none"> i. Jon ask Steve how much expertise is needed to manage the website, could an ordinary mortal do it? Is this a reason to switch to FB? Steve pays a vendor to host the website which costs approx. £8/month which we reimburse. Andy/Vikki reckon the extra actions done by Steve could be done by someone else without too much hassle. 	<p>21/9/2019: Complete.</p>

<p>ii. If Steve steps down then we need another volunteer. How much would it cost p.a. to get a vendor to do this? As above costs approx. £8/month.</p> <p>iii. Vikki to demo or describe Facebook functions sometime in the future. Privacy is a major concern with facebook – can we keep some information private and can we control access, whilst also having some info public so newcomers can find us? Vikki recommends that we cant go 100% to FB because it cant do what the website can do.</p>	
<p>04/05/17 Club committee members email addresses –as far as we can tell these email addresses can receive messages but cannot be used to send messages.</p>	<p>04/05/17 Complete</p>
<p>04/05/17 Emergency contact numbers. ACTION: Jon to check if, and where, the emergency numbers are listed/stored (check website, BMC MSO database, ask Stewart etc. Ask Steve whether emergency numbers can be added to the private members contact list on the website?)</p>	<p>12/07/17 No Further Action. Emergency numbers are currently not stored on the CMC website or the BMC Online MSO database. Cttee agreed that, although potentially the list on the website could be expanded to include emergency contacts, maintaining and accessing a list of emergency numbers is too difficult, therefore we will not do it.</p>
<p>04/05/17 Circulation of Membership list with phone and email addresses?: The consensus was <u>not</u> to email it out to all members, but to get members to access it from the website if needed.</p>	<p>04/05/17 Complete</p>
<p>04/05/17 Club merchandise! Suggestions were Hoodies, Baseball caps and buffs. But there may also be other things. ACTION Sylvia to f/u with Vikki. Maybe design a logo.</p> <p>12/07/17 Old club logo designs were reviewed. Sylvia has got some info from a local company. Ongoing.</p> <p>21/9/2017: Sylvia has found vendor who can do orders of small numbers of wide range of products. All agreed on the club logo that shows CMC beside a hillside design (you know the one I mean!). Hoping to have something ready to take orders before Xmas.</p>	<p>23/11/17 Sylvia showed a T shirt with the logo – smart but logo seems like a sticker.</p>
<p>21/9/2017 BMC Subs will increase by £1 to £14.25, so this will be added to the CMC membership fee for 2018 (it will increase to approx. £20). All agreed.</p>	<p>23/11/17 RENEWALS: Jon to email out the renewal notice in early Dec. £20 for membership or £17 by 6th Jan. Jon to check what date the BMC need the renewals registered on MSO.</p>
<p>Communication: Discussion of email vs website.</p>	<p>23/11/17 Discussion of how best to communicate. General agreement that we should encourage members to check the website regularly, but email helps to stimulate responses. Suggestion that people leading a particular event or function can email all members to generate</p>

	interest.
3. Huts:	
04/05/17 Communication of Meets and places available. Post meeting note: Jon sent the list of member's email addresses to all Cttee members and Shirley sent out a summary of hut meets. 12/07/17 post meeting: Shirley sent most recent hut update on 01AUG2017. And is aiming to send a hut meets email approximately 3 monthly. 04/10/2017: Shirley emailed out a hut meets update. 6/11/17 Jon emailed a hut meets reminder.	23/11/17 Shirley has booked most of the huts for the year ahead.
04/05/17 Circulation of event planner: ACTION Shirley to circulate?	04/05/17 post meeting Shirley circulated the event planner. Complete
04/05/17 KMC Hut: ACTION Shirley to email members to explain the KMC hut booking process. (Summary: we have 1 set of keys which can be collected from the huts sec, 4 members can go at one time, space must be prebooked).	12/07/17 Shirley sent details of the KMC hut process with the 01AUG2017 Hut update email. Complete.
SYHA club membership. We cant get a club membership, but if a few individuals join then it should be possible to book for others as guests. Cost saving is relatively minor so this may not be worthwhile. ACTION Shirley to confirm whether any action is necessary	04/05/17 Complete. SYHA club membership is not possible.
4. Finance/Treasurer	
04/05/17 Vikki and Michael now have access to the internet banking.	Complete
04/05/17 2 Fraudulent Direct Debit withdrawals were made from CMC account. The bank has agreed to refund these. Post meeting the bank advised Michael to protect the main account by setting up a separate "paying in account", the details of which can be given to members when they have to make payments, but we can shift all the cash into the main account at regular intervals. ACTION: All Cttee members to respond to Michael with approval/rejection.	12/07/17 All Cttee to give agreement to Michael.. Post-meeting update: Michael and Shirley agreed by email to not do this, and to stay with just 1 bank account.
04/05/17 ACTION: Jon to get signatory/access rights to club bank acct (post meeting Michael has sent instructions to Jon). If number of signatories is limited to 3 then it might be necessary to ask Vikki to give up her rights	23/11/2017 Jon not done yet.
5. Evening Climbing Meets:	
04/05/17 Vikki reports that evening meets have been generally well attended, with just 1 rained off	23/11/17 Vikki to step down at end of year. Andy

so far. 12/07/17 Website posts indicate that evening meets are going well. 21/9/2017 Vikki reported meets have gone well despite dodgy weather – usually 5-6 people, which is less than the 10-12 last year. Outside meets will end soon. Will change to Ingleton wall in winter. Some members sometimes go to Harrogate on Fridays – but it is informal.	Barton to take over.
6. Day Meets:	
12/07/17 Cycling meets in the evening and day have proven to be popular and ACTION John will organise some more (3 more are already on calendar). 21/9/2017 Cycling meets going well. Andy might organize another on approx. 21/10.	23/11/17 Plans to continue next year and over winter if possible.
7. Social	
04/05/07 Photo Competition to occur late October/early November, leading to production of the club calendar. Social events will resume in the winter, but there was some discussion of a summer BBQ, but no decision was reached. ACTION John to f/u. 12/07/17 Discussion of holding photo competition earlier, but no decision reached. Summer BBQ: generally not huge enthusiasm so probably will not take place.	21/9/2017 John to run photocomp in late November.
21/9/17 Sylvia thinking of a Ceilidh for October 2018 to mark the 40th anniversary of the club. Possibly at Embsay village hall where you can bring your own alcohol.	23/11/17 Sylvia planning for 06 Oct 2017.
21/9/2017 Sylvia planning social about Mt Elbrus. And possibly a social on bike maintenance.	
21/9/2017 John Brayshaw to run music quiz.	
8. AOB	
04/05/17 Sylvia attending BMC First aid training in Derbyshire in the autumn. Possibility to set up a club training session? ACTION Sylvia will report back with options	
04/05/17 Minutes from Last Committee meeting in January 2017 and AGM in March 2017. 12/07/17 Jon Posted minutes onto the website with Andy's help. ACTION Andy gave instructions about how to post minutes on website, Jon to post these for future reference.	21/9/2017 Jon to post on website
04/05/17 Charitable Donations: We have the members nominations from the AGM. Donations	23/11/17 complete

have not been made yet. ACTION for All: donations to be confirmed and paid (either discuss by email or at next meeting). 21/9/2017 confirmed nominations were Wharfedale Fell Rescue and Mend Our Mountains. ACTION Michael to make donations of £200 to both.	
04/05/17 Attendance of Club members at committee meetings: this was discussed but it was decided it would be a bad idea because it would make the meetings longer and make it harder to reach agreement. Members can always join the committee if they want to contribute, and the committee is always crying out for volunteers!	04/05/17 Complete
04/05/17 Circulation of minutes: ACTION Jon to send draft minutes to Cttee members for review, then after approval to post on website and email members encouraging them to access and read the minutes at the website.	Jon to email members to remind them that they can see minutes.
ACTION: Jon to email members asking them to check their email addresses on the website so to make sure they get email notifications.	04/05/17 Complete
BMC contacted Jon in August to attend a meeting in Manchester to gather members views. The invitation was issued at 10 days notice, during the summer holidays and instructions were not clear (it sounded like they wanted us to collect the views of members, but was not clear). It was a frustrating situation. Neither Jon nor Sylvia could attend.	No further update
21/9/2017: Alps meet for 2018: Jon to emailed members (done 28/9) and set up list of interested members so planning can start.	23/11/17 approx 15 members responded. Dates confirmed as 7th to 22nd July. Jon to f/u with email to stimulate discussion about location.
21/9/2017 Club Logbook? Diedre Collier may have it. Sylvia to check.	23/11/17 not located yet. Dierdre Collier doesn't have it.
Do we need new Committee members for 2018? - Feelings were as follows: Sylvia (Chair/Pres) 1 more year; Shirley (Huts) 1 more year; John (Day meets) Ok; Michael (Finance) OK; Andy (New Members) No; Vikki (weekday climbing) Maybe; Jon (Gen Sec) OK. 21/9/2017 Jon to emailed members requesting volunteers for at least 1 position (Volunteers should contact Andy for info about new members sec).	23/11/17 Vikki will also stand down as tuesday climbing sec. Amanda Marriott has volunteered for new members sec. Andy Barton has volunteered as Climbing sec. All committee members approved. Jon to confirm to them both.
NEXT MEETING: Thursday 01st Feb 2018 @ Embsay. AGM: Weds 14th March 2018.	AGM: pub to be booked well in advance + food option with possible subsidy. Discussion of venue: general agreement that Embsay is best compromise.