



**BIRMINGHAM COUNTY FOOTBALL ASSOCIATION LTD  
MINUTES OF THE BOARD MEETING  
TUESDAY 15<sup>TH</sup> March 2016**

PRESENT: - M J Penn (Chairman), S Poole (Deputy Chairman), C Ehlertsen (CEO), S Hampton, S Kirkland, R Heath, L Smith, M Dainty

1. CHAIRMANS REMARKS

Chairman raised no business.

2. APOLOGIES FOR ABSENCE

No apologies

3. MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting held on 26<sup>th</sup> January 2016 were reviewed, discussed and approved.

4. MATTERS ARISING NOT COVERED ON THE AGENDA

No items raised.

5. EQUALITY AND SAFEGUARDING

MP and CE updated Directors on the successful funding application to the FA for the development of Black And Minority Ethnic (BAME) Referee's.

6. FA REPRESENTATIVE UPDATE

MJP advised that by majority vote on the FA Board in future 80% of available FA Cup Final tickets will be allocated to the two finalist clubs, an increase from the current 71%. There will reductions all round within the rest of football family including County FA's, but not sure yet what reduction we will have.

MJP reported on the 2 special meetings he had attended on 15<sup>th</sup> & 17<sup>th</sup> February regarding The FA Governance Reform.

The FA Board have been discussing this for some months but unable to agree, so by a 8-4 majority the Board decided to produce a paper for discussion at the special meeting on the 17 February.

The 4 Directors against these proposals were our (NGB) National Game representatives, so they decided to also call a special meeting for 15<sup>th</sup> February to discuss these proposals and explain their concerns. At this meeting it was the general view that there should be some reforms but that the proposals went too far and therefore were not acceptable.

The current situation is that because there was no agreement on the proposals at the meeting on 17<sup>th</sup>, time was given for further discussions to take place between all the Directors to try to get some consensus and to agree on some revised proposals to be presented for discussion at the next FA Council meeting on April 6<sup>th</sup>.

MJP also reported that one of the proposals is to reduce / change FA's shareholding.

Currently County FA's are allocated FA shares on the basis of the number of Affiliated Clubs, the BCFA has 43 FA shares of which 20 are held by nominees. This is because historically the Directors and before them the Executive Committee decided to 'reward' long service Council members with a 'nominee' FA Share on behalf of BCFA.

MJP advised that we have ceased to do this in recent years and when those nominee shareholders have left or sadly passed away the share has been transferred back to the County FA.

However we do have to chase up some nominee shareholders to send in their proxy vote for our FA Representative to cast, but not all respond and the FA are trying to use this as one of the reasons to change the FA shareholding.

MJP stated that it was important all BCFA votes were casted each year and recommended that these shares should now be transferred back to the County FA. This will then allow all Council Members the opportunity to discuss and agree how the FA Representative should cast the 43 votes on behalf of the BCFA at any future FA AGM, rather than individuals.

This was then fully discussed and the Directors unanimously voted that the 20 nominee shares should now be transferred back ASAP to the County FA.

**Action: MJP to advise FA and request share transfer forms. Write to all Nominee shareholders and advise decision and request completed share transfer form be returned by 11 April.**

#### 7. CEO RECRUITMENT UPDATE

MJP outlined that after a robust recruitment process we have appointed Kevin Shoemake as the new Chief Executive Officer. MJP outlined that we received 40 applications and shortlisted four very credible candidates for interview. MJP explained that Kevin is current the CEO at Northamptonshire FA and will bring a good balance of football and business acumen. MJP advised that Kevin will start on Tuesday May 3<sup>rd</sup> and will also be attending the Council meeting on Thursday 7<sup>th</sup> April as part of meeting the staff, Directors and Council members.

**Action 1. CE to circulate Kevin's CV to Directors.**

#### 8. AFFILIATION PROCESS AND COSTS

CE explained the strategy of helping our clubs and recommended No increase again in affiliation fees and try to encourage all clubs to affiliate 'on line' by offering an early bird discount. MD explained that in his experience rather than do this by a percentage it would be better to offer a monetary value.

After further discussions it was agreed not to increase Club affiliations fees for the coming season and in addition offer a £5 reduction by way of an 'early bird' incentive by using the WGS to register 'on line' between 11<sup>th</sup> April to 20<sup>th</sup> May.

As a further incentive it was also agreed that clubs who do so by 30<sup>th</sup> April will be entered into a draw to win a complimentary pair of tickets for one of the upcoming England friendly Internationals.

**Action 2. CE to follow up with Dave Nixon to develop costings and marketing plan.**

#### 9. ELECTION PROCESS

CE advised that there had only been **ONE nomination form** received by the closing date 1<sup>st</sup> March for **each of 4 positions** due for election –

President – Mr L. Attwood

The Directors therefore had pleasure in appointing Mr Attwood as President to serve a 2 year term – 1<sup>st</sup> July 2016 to 30<sup>th</sup> June 2018, to be ratified at the April Council meeting as per Article 9.1

Chairman – Mr M. J. Penn

Deputy Chairman – Mr S. D. Poole

F A Representative – Mr M. J. Penn

Therefore as per Article 9.2, 9.3 and 14 respectively **no vote** is required and that the above are elected for 3 year terms of office for the period 1<sup>st</sup> July 2016 to 30<sup>th</sup> June 2019.

#### 10. DIRECTORS ROLES

Each Director provided summary of two key themes and the following actions were developed

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**Action 3. CE to coordinate a project management group for HQ Facilities and Membership with Directors and staff. This to involve SH (Facilities), MD and RH (membership)**

**Action 4. SH to meet with the FA with staff around Partnerships & the Girls and Women's strategy**

**Action 5. LS to work with Mark Williams to develop a PR plan linked to the marketing strategy.**

10. AOB

No business was raised.

DATE OF NEXT MEETING

Date of the next meeting is Tuesday 17<sup>th</sup> May @1pm

A handwritten signature in black ink, appearing to read 'Mylen' followed by a period. The signature is written in a cursive, flowing style.