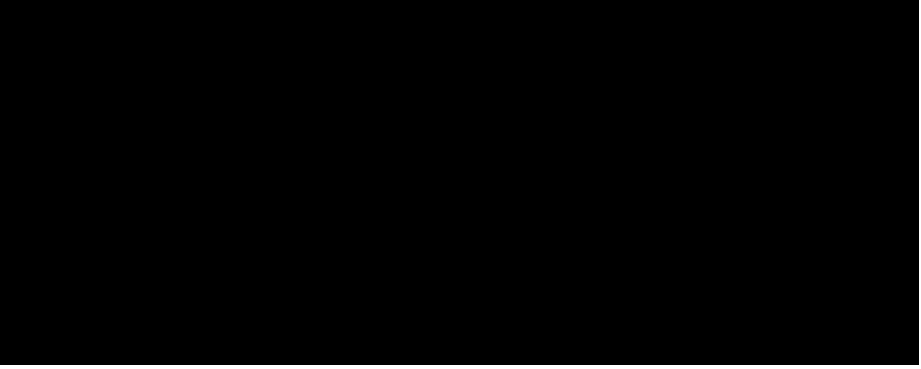

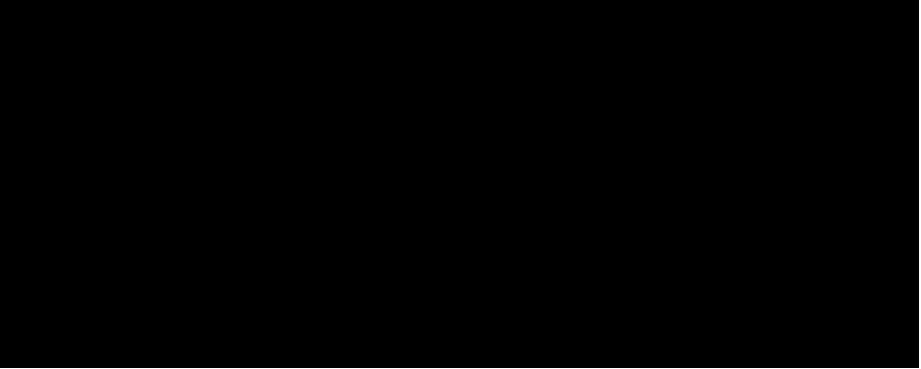


**Minutes of the Socitm Board of Directors Meeting held 14 April 2009
at Camden town Hall**

1	Apologies for absence	Action
	Apologies were received from Jos Creese, David Bryant and Steve Jones.	
	2 Directors Conflict of Interest None were declared.	
	3 Directors Declaration of Hospitality/Gifts received None were declared.	
	4 Minutes of previous meeting The minutes of 12 March 2009 meeting were agreed as a true record.	
	5 Matters arising from previous minutes Item 6 – Meetings with regional heads is still ongoing.	
	<p>6 Budget</p> <p>Budget Monitoring</p> <p>David Houston had produced a new budget for 2009 which reflected all of the board decisions since December 2008. The main points were: -</p> <p>[REDACTED]</p> <ul style="list-style-type: none"> • Events – The financial review of this stream is not yet started, however it is felt that the return to the Society is broadly achievable <p>[REDACTED]</p> <p>David Clayden suggested that, following the Spring Conference, there could be interest from CITRA members. It is also anticipated that there could be interest from Web professionals.</p> <p>Steve Palmer suggested a rolling membership rather than invoicing all members at the same time. Adrian Hancock replied that when all new systems are in place this</p>	

	<p>model would commence.</p> <p>Melanie Smith advised that this could create accounting problems. Both systems and financial implications are to be investigated and reported back to the next meeting.</p> <p>Staffing costs – David Houston reported a reduction in budget as the new Head of Policy appointment was unlikely to commence before the beginning of June and the Technical Support person in the Socitm office commenced employment later than forecast.</p> <p>The board agreed to accept the new budget</p> <p>Financial Reports</p> <p>The Financial Manager reported: -</p> <ul style="list-style-type: none"> • Insight – Income is ahead of business plan due mainly to benchmarking invoices being paid in advance of the work being completed <p>[REDACTED]</p> <ul style="list-style-type: none"> • Membership – The level of subscriptions is up • Cash-flow – There is a need to investigate better rates of investment. <p>[REDACTED]</p> <p>Adrian Hancock queried the pattern of non-payment of membership invoices compared to previous years. It was suggested that regional reps might be able to assist if in possession of relevant data.</p>	<p>AH/MS</p> <p>MS</p> <p>AH</p> <p>AH</p>
<p>7</p>	<p>Divisional Boards: issues and reports</p> <p>Commercial Board Consulting Update</p> <p>[REDACTED]</p>	

	 <p>Richard Steel recommended that the Commercial Board be tasked with providing recommendations/proposals for the next SBD meeting.</p> <p>Insight Update</p> 	
<p>8</p>	<p>Business Partnerships</p> <p>Commercial and Business Development</p> <p>Adrian Hancock had previously circulated a paper outlining suggestions for business and commercial development.</p> <p>Socitm Services Ltd (SSL) had originally been set up to manage commercial activities. Socitm Ltd is not recommended for significant trading ventures as it is a company limited by guarantee.</p> <p>Our auditor was consulted and recommended the reactivation of SSL for our commercial activities and this will require: -</p> <ul style="list-style-type: none">• New Articles of Association and Memorandum to be drafted• A new Board of Directors to be appointed• Shares to be distributed  <p>Steve Palmer requested that a project plan be established, detailing the path from the 'now' to the 'future' and identifying priorities and resources.</p>	

	<p>Adrian Hancock advised of a number of organisations ready and willing to do business with Socitm and that it was imperative to start the process before opportunities are lost.</p> <p>There was further discussion on regional events where a number of potential sponsors [REDACTED].</p> <p>Richard Steel replied that the majority of regions would be prepared to accommodate this and devote half of a meeting agenda.</p> <p>Steve Palmer responded that a number of regions are self sufficient and full consultation needs to take place prior to any implementation.</p> <p>Richard Steel replied that, from his discussions with regions, many of them are more mature [REDACTED]. They are, however, seeking help from the centre and have requested a named person in Socitm for liaison purposes.</p> <p>Adrian Hancock further advised that a number of organisations are willing to sponsor broadcasts [REDACTED]</p> <p>Richard Steel requested that a business case and person specification be drafted</p> <p>It was agreed to request, from Steve Jones, an update on the work he was carrying out on behalf of Socitm.</p> <p>It was agreed that the recommendations from this report are considered by the Commercial Board</p> <p>Membership Board</p> <p>[REDACTED]</p> <p>Steve Palmer suggested that help be sought from the Affiliates.</p> <p>Rose Crozier advised of the need to clarify what Socitm are aiming to deliver with a view to communicating the package to the membership during the summer months.</p>	<p>AH</p> <p>AH</p> <p>AH/SJ</p> <p>RS</p>
<p>9</p>	<p>Corporate Services Team</p> <p>[REDACTED]</p>	

	<p>[REDACTED]</p> <p>Head of Policy</p> <p>Interviews for this role will commence on 17 April 2009. Whilst this was initially thought to be a one year contract there is a need for the board to be flexible up to a three year contract.</p> <p>This was agreed</p> <p>Sales and Marketing</p> <p>Further discussions will take place with Elaine Davis following the Spring Conference.</p>	<p>RS/AH</p>
<p>10</p>	<p>Systems and Resources</p> <p>Adrian Hancock reported that the CRM system was functional although there are still issues to be resolved where Socitm cannot change their business practices to fall in line with the software.</p> <p>CMS-</p> <p>[REDACTED]</p>	<p>AH</p>
<p>11</p>	<p>Policy</p> <p>Directors' Sponsorship roles</p> <p>The lead responsibility of SBD directors for standing agenda items had been agreed in 2008 and needs to be reviewed.</p> <p>Richard Steel to circulate via GovX.</p> <p>Strategy</p> <p>The update of the strategy document is ongoing.</p> <p>GBTV</p> <p>Richard Steel reported on a proposed partnership with [REDACTED] for a regular programme. This would be at no cost to Socitm but there are negotiable issues outstanding e.g. IPR</p> <p>Adrian Hancock reported that [REDACTED] were in discussion with Socitm regarding the use of e Learning / web TV and community web</p>	<p>RS</p> <p>RS</p> <p>RS</p>

	<p>platform. A meeting had been arranged for week commencing 20 April 2009 to discuss a possible MOU.</p> <p>A paper is to be prepared for the Commercial Board.</p>	<p>AH</p>
<p>12</p>	<p>Events</p> <p>Spring Conference update</p> <p>Steve Palmer reported that all stands had been sold and that to date there were 118 delegate bookings. The events team have had initial discussion around the Autumn conference.</p> <p>AGM Preparation</p> <p>Pamela Larsen reported that preparation was on target and there were no outstanding issues.</p>	
<p>13</p>	<p>Shey's spot</p> <p>Richard Steel to write a letter of thanks to Shey Cobley for her contribution during the past year and also to welcome and invite Frances Kettleday as an advisor to the board for the coming year.</p>	<p>RS</p>
<p>14</p>	<p>AOB</p> <p>Richard Steel confirmed that Steve Hopson is to remain on the board as a non executive director.</p> <p>International</p> <p>Steve Palmer had received a paper from Peter Ryder on International activity. This is to be forwarded to David Houston who will prepare a budget.</p> <p>Steve also reported that there was an omission from Peter's paper in that the LOLA conference will be taking place in Glasgow later this year and therefore there could be an increase in the number of International delegates at the Socitm Autumn conference. A budget will be required to accommodate this.</p> <p>Steve Palmer nominated Steve Hopson to attend the ALGIM conference in New Zealand later this year.</p> <p>This was agreed.</p> <p>Rose Crozier proposed a vote of thanks to Richard Steel for the work carried out during his presidential year and wished him well for the year ahead.</p>	<p>DH</p> <p>DH/MS</p>

Appendix A

Socitm Board of Directors meeting 14 April 2009 Attendance List

<i>Name</i>	<i>Title</i>
Richard Steel	President (chair)
Steve Hopson	Vice President
Steve Palmer	Vice President
Rose Crozier	Immediate Past President
Adrian Hancock	Managing Director
David Houston	Interim Executive Director
David Clayden	Non Executive Director
Melanie Smith	Finance Manager
Pamela Larsen	PA to Managing Director