

Board Meeting

2nd October 2019

Attending

- Keith Loades (KL)
- Steven Mackenzie (SM)
- Lyndsey Bradley (LB)
- John Finlayson (JF)
- Willie MacDonald (WM)
- Sarah Birrell (SB) sportscotland (delayed)
- Wendy Chamberlain (WC)
- Derek Keir (DK) CEO
- Aarron Macleod (AM) Communications and Marketing Officer

Apologies

- Burton Morrison (BM)
- Daniel Palombo (DP)
- Jock Turner Chieftain

Welcome

Bereavements – The Camanachd Association wish to note their condolences to the families and friends of George Ralph from Newtonmore.

Conflicts of Interest

None noted

1. Minutes of last meetings 31st July 2019

- Following several minor corrections the previous minutes were proposed by WM and seconded by SM.
- Management of concerns – RR to catch up with WC week commencing 14th October
RR to recommend pilot Clubs to children 1st for the survey **WC**
- LB to follow up with Donald Stewart on meeting with Ewen Bowman **LB**
- Kit Supplier options to be presented for November **DK**

2. Communications and Facilities

- JF reported on the positive impact the appointment of AM had had on CA communications and the benefits to the work of the Association through his assistance to his colleagues.
- AM presented accomplishments to date
 - Tickets are now available on website and calendar up to date
 - 17.5% increase in page views/ 28% increase in website users year on year
 - Engagement Rate is what's important for us moving forward – Increasing media content, interviews with various members
 - Twitter engagement has increased 300% through use of video content and info graphs etc
 - 99% of articles relieves pressure on wider staff

Proposed actions

- a) Website (full analysis and revamp during off season) **JF/AM**
 - b) Raise the profile of the league **JF/AM**
 - c) Appointing Marketing Officer for clubs **JF/AM**
- 3. Facilities**
- a. Funding for feasibility study at Bught Park has been confirmed
 - b. Next stage to be advanced. **JF/DK**
- 4. Finance – please refer to report**
- a. Finance committee progressing insurance claim for the Camanachd
 - b. KL proposed time for staff for efforts, overtime payment agreed by all **DK**
- 5. Governance**
- a. WC is target seat for general election and change in role so despite best efforts WC has agreed to stand down at the end of November.
 - b. DK provided overview of vacancies for Board positions of Chief and Vice Chief.
 - c. All to consider what we can do in recognition to the service to Shinty given by the Chief and Vice Chief.
 - d. Comms – Helmet only photos on website **AM**
 - e. Director to be identified to take forward byelaws moving forward **KL**
 - f. A review of all proposed bylaw changes decided to develop proposals to improve safety (a) helmets (b) age restriction.
 - g. Further byelaw changes are expected from member clubs.
- 6. CRA**
- a. ACTION - LB to circulate questions from CRA **LB**
 - b. Board endorsed recommendation that North and South 2 matches must provide local referee when no other referee can be sourced – inform clubs **DK**
- 7. Competitions - refer to report**
- a. Any future rescheduled Camanachd Cup Final [REDACTED]
 - b. Action: £200/ £150 +VAT - Sponsors for International players **AM**
- 8. WCA**
- a. Successful cup final – Dell good venue
 - b. Representative Games – Blue North had big wins at U14 and Senior Levels
 - c. International all going to plan
 - d. Leagues – Dev League is complete but final on 2nd Nov
 - e. South 2 complete with Ardnamurchan winning
 - f. Badenoch and Skye Play - off
- 9. Youth**
- a. All youth fixtures up to date with Newtonmore v Skye (Date to be confirmed)
 - b. North South U14/U17 at An Aird on Saturday 5th October
 - c. All youth competitions have sponsors this year
 - d. 623 registered playing in North Region. WM gave a verbal report on the number of youngsters participating in CA competitions.
WM & AM to present on a spreadsheet and post onto our website **AM**
- 10. AOCB**
- a. Joe Fitzpatrick MSP – Attended Tulloch Cup and agreed to assist with profiling Shinty on BBC Sport A-Z and connecting us to Minister for Culture and Tourism
- 11. Date of next meeting**
- a. Friday 29th November 2pm