

Minutes of Committee Meeting

Held 05 January 2021 (by ZOOM)

Present - Mel Leitch, Mary Holmes, Colin Irvine, Jack Stewart, Louise Potts, John Atkinson, Keith Miller, Danny Holmes

1 Opening and Welcome

The Chair opened the meeting and thanked all for attending by Zoom

2 Apologies

NTR

3 Minutes of Previous Meeting and action log

The minutes of the meeting on 02 December were accepted as a true record (p ML, s JA).

4 Matters Arising

- Memorial Ride - A group member proposed that we rename the ride to just 'Memorial ride' rather than being specific about in whose memory the ride should be. This was felt to be a good idea by the committee but as discussions for 2021 have already progressed it was agreed to propose a change for 2022. **Action: John, before next AGM**
- Next club night - Virtual meeting by Zoom, paste notice on Facebook and on website. **Action: John and Danny by 08 Jan**

5 Chairs report

- NTR

6 Standing items

Vice Chair

- Challenge - Now on website, some interest already, Danny may need some help with location scouting once circumstances allow.
- Zoom Licences - check out mechanism for purchase and advise. **Action: Danny, by end January**

Treasurer

- Draft 2021/22 budgets presented, some uncertainty exists in the numbers as activities being included that may not go-ahead due to COVID, the proposed budgets were accepted by the committee.

Secretary

- NTR

Membership Secretary

- 229 NAM members
 - 199 Fully paid up members
 - 30 Associates
 - 11 members with Expired IAM membership
- A discussion took place on how NAM can ensure that all NAM members have renewed their IAM membership, **Action: Danny to contact IAM and John to contact DAM to discuss, by end January**
 - A discussion is required to ensure full alignment on memberships numbers and subscriptions. **Action: Membership Secretary and Treasurer by end January**

Marketing

- 1. OPEN DAY 2021 - Following last committee meeting the marketing team agree that, due uncertainty around COVID, it is sensible not to hold a face to face event in May or June. But we can be flexible and if position changes early/late in 2021 we can consider one later in the year...maybe Sept? Have the action plan from the working group early in 2020 that can be used.
- 2. "VIRTUAL" EVENT – Format, content, purpose, target audience etc will need a working group of sorts. Ideas mooted included the following:-
 - Who needs to be involved?
 - What do we want the event to look like and include?
 - How do we attract bikers to view the event?
 - Advert in Facebook?
 - Use of video footage? Classroom session?
 - Presentation on IPSGA ?
 - POLICE or other services involvement?
 - How many do we hold? One off? Monthly? Have a link on website that can be viewed anytime?
 - Do we want other groups involved eg DAM or CAM?
 - What are other groups doing?
 - Have other groups already held something similar?
- David Steedman will represent Training team on event working group and discuss at training team meeting to obtain their views etc. Danny and Rick will at what other groups are doing/have done. Danny will talk to CAM. Likely we will have a future focused meeting to discuss in detail. Mel involved? Social Team member? Anyone else?
- 3. NAM "EXTERNAL" FACEBOOK PAGE – Danny suggested that we could cut and paste discussions /articles etc from NAM facebook page. This may attract bikers to our website promoting IAM Roadsmart and NAM. He mentioned that it is currently virtually unused.
- 4. ARTICLES for WEBSITE and EXTERNAL FACEBOOK PAGE – Other members capable of writing articles etc. We should spread the word and see who is willing?
- 5. DANNY AND MARYS 2021 RIDING EVENT –
 - Ideas discussed:- Spot Prizes, Pictures put on website, stickers, completers T shirts, winners cup, podium presentation at Christmas club night Dec 21 COVID permitting. Danny and Mary open to further suggestions so team to submit ideas direct as appropriate. To be discussed again at next marketing meeting.
- 6. LEAFLETS – to be updated as needed. No meeting venue to be included – link to website will be enough. Team will look at leaflet content next meeting to agree changes.
- 7. TEARDROP FLAGS – agreed that we would push on, design and purchase 2 flags for future use. Would be used at "pop up" events , open days, dealer visits etc.

- Keith has design idea and liaising with Danny to put together images. On line site identified. Cost approx £100 per flag but we need to agree size. Will use NAM logo, Namrider.com and IAM Roadsmart. Likely to be in blue and white in line with gazebos. Extra cost for fixing spikes/stands.
- 8. T SHIRTS – Agreed that too much work to advertise on website, take order, place order and send out. So agreed that the sale of T shirts on hold until club nights resume.
- 9. WORKING WITH NORTHUMBRIA POLICE – NAM asked in the summer to help at a Police event in Rothbury. Due to short notice not possible. Mel is going to follow up with contact them to discuss possible future NAM involvement in future events.
- NEXT Marketing meeting – Weds 6th January at 6.30 pm.
- During current COVID restrictions the team have not attended any marketing events.

Training

- A Draft training programme has been prepared including number of Virtual (online) events. Further discussion are to take place to finalise the programme.
- Ride out's, Training sessions and Observer training are currently suspended due to COVID and the national lockdown

Social

- A meeting of the Social team is planned to review possible activities for 2021. With the current national lockdown limiting face to face activities other options are being considered.
- Spaces exist on the Social team, members are encouraged to apply to be on the team to help with the organisation of social activities for club members

6 **AOB**

- NAM Facebook page management, to ensure smooth operation of the page it was agreed that there would be 3 moderators and 2 admins. Moderators - Mel Leitch, Colin Irvine, Jack Stewart. Admins - Mary Holmes, John Atkinson.

7 **Next meeting**

Next committee meeting 16 February 2021 6:30pm (ZOOM)