

**HLSTC AGM 2024**

<b>Present:</b>
Steve Davis, David Morgan, Michael Lysaght, Oliver Harman, Christopher Hale, Michael Ambroziak, Mick Ogle, John Halstead, Michelle Gladen +34 other members
<b>Apologies received from:</b>
None

No	MINUTES	Action
1.	<p><b>Welcome</b></p> <p>Steve welcomed everyone to the meeting and reflected on the fact that this was our 3<sup>rd</sup> year after the Army left and we have now reached a point where the club needs to be reformed into a more traditional structure and put it on to a firmer footing which will require support from all the members.</p>	
2.	<p><b>Approval of Minutes from 2023:</b> The Minutes of the 2023 AGM held on 10<sup>th</sup> January 2023 were approved with no matters arising.</p>	
3.	<p><b>Financial Report</b></p> <p>ML presented the accounts for the year, and we have seen a 5% increase on income, year on year. The restructured bar made £3200. Employee costs were held at 5%. Overall costs were under control</p> <p>However, the accounting profit for the year is £2200 (£15700 if you take out depreciation) which is not enough to sustain the club going forward and if the situation continues there will be a steady decline with no funds to meet any serious remedial issues. Repair of the jetty in Topper Pool is expected to cost between £3000-£5000.</p> <p>The bottom line is that we need to increase the number of people on courses, increase the conversion rate from trainees to club members, increase club membership through other routes and see an increase in engagement from club members to support events and activities so that the club thrives.</p> <p>Several questions were asked on how we market courses, are flyers available for people to hand out if they have stands at events, do we target using a knowledge database, can we increase signage around the lake, can we improve how the website directs people to courses.</p> <p>Courses are marketed through social media (FB/Instagram) and we have just had an article in Blackwater Buzz (local business publication). Going forward, we are looking at being more proactive going out to the market, targeting local schools, flyers and more social media posting.</p> <p>However, our members are one of the best forms of promotion and we are requesting members to recommend the training centre and club to their own friends and family.</p> <p>We do not have a “database” as such that we can interrogate for leads, but obviously know our previous customers. One of our best sources is to target existing groups (e.g. schools, clubs, scouts etc) where we have a good target market.</p>	

	<p>We can look at increasing signage around the lake (subject to DIO approval), but need to be aware of the significant vandalism that occurs and consider if this would be a good return.</p> <p>Despite some initial teething problems, the website is a step up in what was previously available, but if people think that there is further need for improvement and clarity then all suggestions are welcome.</p> <p>Moving forward the club needs the full support of its members and especially those with specific skills – e.g. building, diy, marketing, web design etc. – in addition to having people help run events, staff the bar, look after membership etc. and fill the roles that are seen in most sailing clubs, starting with the election of a Commodore.</p>	
4.	<p><b>General Managers Report</b></p> <p>2023 was a challenging year for the club and training centre given the cost of living crisis, new management and still feeling the effects of the army pulling out.</p> <p>The primary need was to focus on the training centre to bring in revenue and thanks need to go to Mick, Madi and Michelle as well as those members who have greatly assisted throughout the year.</p> <p>We have seen the roll out of chip and pin payment, Satellite internet to provide a stable and reliable connection, improved and upgraded signage, which was a health and safety requirement and the training of additional OODs.</p> <p>This year dinghy pass holders will also be able to use SUP and Kayaks, the Topper Jetty will be replaced after part of it collapsed into the lake and there will be new carpet covering on the main jetty.</p> <p>Excluding groups we have 147 civilian members, 10 mod members. Groups add an additional 189 members.</p>	
5.	<p><b>Matters Arising</b> No matters arising from previous minutes.</p>	
6.	<p><b>Election of new Trustees</b></p> <p>John Halstead volunteered to be a Trustee/Commodore Everyone agreed and he was duly elected.</p> <p>Other committee members would sit under John as Commodore. It was agreed that there is not necessarily a conflict of interest if a Trustee is also a committee member.</p> <p>The Trustees now need to discuss with John, what people/structure he thinks he needs, rather than just give him an existing structure. This will happen as soon as possible</p> <p>Once that structure is defined, it is critical that the membership engage more with the club by volunteering to fill the roles and support events at the club.</p>	

7.	<b>AOB</b> None	
8.	<b>Post-Meeting Notes</b>  After the meeting, Chris Fife-Schaw volunteered to be Vice Commodore and Sarah Wareing offered support as and when required.	