

BRITISH PARACUTE ASSOCIATION
COMMUNICATIONS COMMITTEE MEETING
5 WHARF WAY, GLEN PARVA, LEICESTER
TUESDAY 20 JUNE 2000, AT 2.00 PM

Present:	Ian Midgley - Vice Chairman
	Paul Applegate
	Lofty Thomas
In attendance:	Tony Butler - Technical Officer
	Jane Doughty - Secretary
	Lesley Gale - Editor, Skydive Mag
	Glen Turnbull - Development Officer

Note: - *Ian Midgley chaired the meeting in Kieran Brady's absence.*

ITEM MINUTE

1. APOLOGIES FOR ABSENCE

There were apologies for absence from Tye Boughen, Kieran Brady, and John Hitchen (who was away on BPA business).

2. TO REVIEW THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON TUESDAY 18TH APRIL 2000

Paul Applegate proposed that the minutes be approved by the Committee, as a true record. Lofty Thomas seconded the proposal, and it carried unanimously.

Approved

3. MATTERS ARISING FROM THE MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING HELD ON TUESDAY 18TH APRIL 2000

Page 3, item 5. Lofty Thomas asked for clarification on the discussion regarding Tony Knight's advertising space in the Starter Mag. The Chairman clarified the details of the discussion for him.

The Chairman also informed the Committee that the "Editor's Contract" was still being drafted, and the matter was ongoing.

Ongoing

4. MAGAZINE UPDATE

Annual Report/Budget

Lesley Gale had submitted a budget/report to the Committee, briefing them on its contents. She informed them that during the past year there had been 16 extra pages added to the magazine. The new publishers who had obtained more advertising revenue for the magazine had made this possible. There were also 8

pages, which had been upgraded from single colour to full colour pages, and again this had been made possible by the extra revenue generated from advertising.

Lesley Gale stated that there would be a small profit of approximately £3,000. She asked the Committee if this could be carried over to next year's magazine budget (as it had been historically). Lofty Thomas proposed that the small amount of profit, be carried over to the next year's magazine budget (perhaps towards the magazine's web site). Mr. Applegate seconded the proposal and it carried unanimously.

Carried unanimously

Labels/Postage

The Chairman asked if there was still a problem with BFPO postal addresses. Jane Doughty informed the Committee that there were still some slight problems, but stated that they were small in number and were being investigated.

The Chairman asked the office staff to look into resolving the problem. Lesley Gale stated that Jane Doughty and the other membership staff were continually resolving the problems with the database, and that the matter was ongoing.

Ongoing

June issue Skydive

Lesley Gale gave a verbal report on the June issue of Skydive. She informed the Committee that there had been a problem with a 'scan' of page 39, and that this had resulted in some text being omitted from the article. She stated that this was the first instance of this problem occurring, she would be ensuring the problem did not arise again, and the missing would be re-printed in the August issue of Skydive. She also reminded the Committee that the article, in its entirety was available to read on the Skydive Mag web site.

Action: Lesley Gale

Inserts/Advertising

Lesley Gale also asked for clarification on the matter of the Master Card insert having the BPA Logo on it. The Committee informed her that use of the Logo in this advert was not a problem. Lesley stated that she would be sending a copy of the new BPA Logo to the company so that they could update their inserts.

Action: Lesley Gale

Paul Applegate brought the Committee's attention to the advert on page 21, which stated that Lapalisse, were BPA Certificate of Association holders. He reminded the Committee that this was no longer the case, this centre's Certificate of Association had lapsed in April 2000, and had not been renewed.

Lesley Gale stated that she would ensure that the statement would be taken out of the advert in the August magazine.

Action: Lesley Gale

August issue of Skydive/Next 2001 budget

Lesley Gale briefed the Committee on the August magazine, and the plans for the magazine during 2001. She stated that there would be more costs in some areas

and less in other, so the 2001 magazines would present no extra cost to the Association or to the membership.

Lofty Thomas proposed that the presented forecast budget be approved by the Committee. Paul Applegate seconded the proposal and it carried unanimously.

Approved

5. SKYDIVE STARTER MAG UPDATE

Note: - *The Chairman thanked and congratulated Lesley Gale for an excellent magazine.*

Lesley Gale briefed the Committee on the results of a survey that had been sent to Drop Zone Operators, regarding the Starter magazine. She informed the Committee that the magazine had been an overwhelming success and that most Drop Zone Operators were happy to distribute the magazine.

The BPA office and Lesley Gale had submitted some information to the Committee regarding the distribution of the magazine (which had been distributed from the office, on a trial basis).

Paul Applegate proposed that the starter magazine be distributed directly from the publishers, in accordance with the number of P6 memberships ordered, at an approximate cost of £2,100 (the numbers of P6's would be communicated to them via the BPA office). And that the BPA office should write to Clubs/Centres explaining the planned method of distribution. Lofty Thomas seconded the proposal and it carried unanimously.

Carried unanimously
Action: BPA Office

The Chairman stated that making the Starter magazine self-funding in the future, would be an item for the Communications Committee agenda.

Action: Next Agenda

6. WEB SITE REPORT

The Chairman informed the Committee that the new BPA Web site was at a stage of 80% completion, with only a remaining 20% still 'under construction'. He reminded the Committee that the Association had a Development Officer - Glen Turnbull, who was working on the remaining 20%.

There was some discussion on whether or not the military Drop Zones should appear on the Web Site.

Paul Applegate proposed that the military Drop Zones appear on the BPA Web Site. This proposal failed to find a seconder.

The Chairman informed the Committee that there would be advertising, both commercial and classified, appearing on the web site.

7. WEB SITE - THE FUTURE

The new Development Officer - Glen Turnbull, briefed the Committee on what he intended to do, to develop the Web Site in the future. He stated that he would be asking Council to discuss the issue of selling the BPA web site once more. He also

informed the Committee that he would be looking for a company to sponsor the BPA's Web Site.

The Chairman also informed the Committee that there would be a 'feedback' page on the Web Site, he stated that this would be checked for bad language and legality of statements.

The Committee also discussed the 'diary of events' and various other aspects of the Web Site.

Lesley Gale stated that she would like to attend a 'Total Publishing' exhibition, and asked the Committee if she would be able to claim the usual expenses for attending this exhibition. The Committee felt that this would be of benefit to the magazine, and gave Lesley the go-ahead to attend the exhibition (and claim the usual expenses).

There being no further business to discuss, the meeting closed at 3.52 p.m.

Distribution:

Council
Vice Presidents
Treasurer
Tony Butler - Technical Officer
John Hitchen - NCSO
Martin Shuttleworth - Development Officer
Glen Turnbull - Development Officer
Jon Gretton - Financial Administrator
Lesley Gale - Editor, Skydive Mag