



AGM Minutes Peter Alliss Masters **10.30am 28th July 2015**

Minutes.

1) Apologies.

Peter Alliss

Attendees

I Hamish Macleod	Chairman
Ray Feldwick	Treasurer
John Roper	Tournament Director
Kay Thomas	Admin Manager
Joe Stephens	Committee Member
Phil Davies	Webmaster
Danny Rowe	Committee Member
Gil Auckland	Committee Member

2) Minutes of the last AGM 22nd July 2014

Proposed: Kay Thomas

Seconded: Danny Rowe

3) Matters arising.

We have not heard from Mo Tomlinson.

No contact from Finchley..Eric Malkin following up.

Green Jackets... JR will mention later.

Roger Cooke /Turkey Federation will do 2 chairs locally and 1 at Old Thorns.

He is attending Old Thorns this year. KT to contact re names.

Trifold leaflets. Phil will discuss in his report.

4) Re-election of Trustees.

IHM, RF and JR were unanimously re-elected as Trustees of the charity.

5) Chairman's Report.

This is the first AGM since our move to the Old Thorns last October.

There was a great deal of hard work and some undoubtedly, trepidation leading up to the first OT PAM last year.

Great thanks are due to all the Committee but particularly Ray, Kay and Phil for putting on track what was a memorable 1st OT PAM.

Much was learned from it and the 'wash up' meeting held later in November with Peter, Jackie and Henry Alliss in attendance along with John Davies and Jack Buchanan; the meeting proved to be an interesting and at times challenging experience.

Clearly much had been done by them in the interim which demonstrated a real 'hands on' interest especially by Jackie and Henry which was both very welcome and encouraging but there were some areas that were of concern to us as we felt that the focus of George Makey's Crusade could be in danger of being significantly changed and that a more commercial attitude to the PAM was becoming apparent. This feeling, that has been previously discussed, is somewhat exacerbated by the recognition of a divide twixt those North of Birmingham and those in the southern regions, a comparison labelled as such by Peter himself.

The PAM was designed to be 'thank you' for those Clubs and Societies which had produced sufficient funds to provide a powered wheelchair(s) for a needy child or children. The introduction of the Gold, Silver and Bronze packages allied to the concept of being able to buy a four ball team within the system has led to a more commercial aspect becoming more apparent.

Henry produced a new 3 fold Brochure which was unsuitable for general distribution and Peter explained this as being a publication aimed at the southern area as it did not cover adequately anything other than the new Packages and 4 ball team aspects; also the Logo was changed which was not agreed in any way and has caused a few problems especially as all our Merchandise carries the 'well kent' logo and it is therefore important to retain it.

In any event a Logo change can only be decided by the Committee. The old Brochure is being dealt with so that it covers all aspects of gaining a place at the PAM and is also updated to complement the Website which is so efficiently monitored and updated by Phil and carries the original Logo.

We emphasised the importance of keeping the 'old guard' on board and continuing to recognise their huge contribution to the cause over 30 years or so, Peter emphatically concurring with this.

The decision to drop PWC presentations at Scottish venues of the Open Championship was put into action when we presented 4 chairs at the high profile event of the 2015 BMW PGA Tournament at Wentworth on the 20th of May - 1 jointly from Cooden Beach GC and the British Turkey Federation, 1 from Cheshire Masonic and 2 from the PAMGS. There were a few 'hiccoughs' but it went very well. We were very kindly received and it was voted a great success especially by the Wentworth people which was very gratifying; the problems we encountered will be easily corrected and we look forward to being there again next year as the Open 2016 is at Royal Troon.

Incidentally, the KOTG presented chairs at the Open at St Andrews on the Monday of the Open Championship week, Peter was not in attendance, not sure why it was put back from the traditional Wednesday slot or how many

chairs were presented but then I am only a Founder and Trustee of the KOTG so why should they inform me !

Much ongoing work has been done throughout the year on the 2015 PAM mainly concerning the Contract twixt ourselves and the Old Thorns Hotel and Golf teams and special thanks are due to Ray and Phil who have been closely involved; we are fortunate in having Phil's great enthusiasm to keep the website factual and up to date. There have been problems which we will hear more of in Committee but happily these have been slowly but surely overcome and the way forward is now a lot easier but it essentially stems from the lack of specific numbers re. costings etc. that has caused most of the worry but this as I have said has been essentially overcome with both sides appreciating the restraints and pressures etc. that both inevitably have.

'The Boss' was quite upset at one stage but is now OK.

The Programme on Wednesday 15th July on BBC 2 at 7.00pm was a very good coverage of PA's Life in relation to golf and his family which was the most important part of the programme ; Peter refers to it as probably his Obituary !

However, the coverage of his charity the Peter Alliss Masters Golfing Society was very badly handled and gave out the wrong message entirely by showing an adult female in a wheelchair which was one of those 'specialist' machines that still require arm and hand input to make it move albeit with vastly reduced effort.

I have to thank Eric Malkin who I contacted after being asked by the programme's producer to find a child who had had at least 1 year of PWC experience and was articulate. Eric's vast knowledge of a great many pwc children allowed him to find an excellent example of what wonderful things could be achieved by and for the children but they did not include it; the programme's Producer explained herself by saying that she had enough material for at least another two or three programmes and could only cover so much. She succeeded as far as we are concerned, in sending completely the wrong message out to old and potential supporters who watched the programme.

Overall it is the time of great change and we must embrace it in such a way as to allow the PAM to be successfully re-invigorated; this means accepting a lot of the new ideas from the new southern involvement but also a clear and unshakeable recognition that what has pertained in the past thro' the many Clubs and Societies putting in huge efforts over decades, is not forgotten and

their ongoing support is encouraged, recognised and duly thanked via the PAM as GM originally intended.

We have much to discuss and resolve but there is little doubt the PAMGS is moving in the right direction at an increasing pace.

I am confident that we will become much stronger and successful in the future but we must never lose sight of the 2 mainstays of George Makey's Crusade, providing pwcs for needy children and that we recognise those that put great effort into achieving just that.

6) Treasurer's Report

Reasonably healthy year. We made a £1k profit. The accounts have been audited by John Butler

Please see attached reports

John Roper noted that Old Thorns prices were going up, and should we try to get a 3 year deal from them in future

- a) Approval and acceptance of the Audited accounts to 31/12/2014

Proposed: Joe Stephens
Seconded Gil Auckland

- b) Trustees Report for the year 2014.

Proposed: John Roper
Seconded: Phil Davies

7) Webmaster's Report.

Website

Official charity information (www.peterallissmasters.org)

- Our Aims & History
- Our Supporters (patron, supporting members, sponsors)
- Our Achievements (current & previous years donations and wheelchairs presented)
- Our Tournament (details of current & previous tournaments)
- How To Join In (much activity in last 2 years)
 - Most participants are invited based on funds raised (what it's all about)
 - Others buy places. Rationale twofold: to make tournament bigger & better: to encourage more clubs to get involved in fundraising and qualify that way
- Buy Our Merchandise (sweaters, sleeveless tops, polo shirts, caps, umbrellas)
- Make A Donation (CAF, PayPal, eBay, Cheque – Gift Aid)
- Scheme Details (scheme rules & procedures, charity registration, AGM notice & reports)
- Participating Dealers
- News Items (latest & archived)
 - Fundraising events and donations
 - Press reports

- Key events (e.g. BMW PGA Wentworth 4 chairs)
- 2014 Tournament
- 2015 Tournament
- Contact Us (committee members' contact details)

NB. Website activity increased 20-fold in the 24 hours after the BBC showing of 'An Evening With Peter Alliss'.

Printed material

Developed to provide information in leaflet form about the charity and how clubs and societies can get involved.

Separate marketing material relating to the qualification route (where players EARN places) and the bought packages route (where players BUY places).

Mailshots

Inexpensive and quick means of communicating to 'members'.

Currently 93 registered email addresses.

Most recent mailshots relate to post-2014 Tournament report & appeals to include Charity Golf Day in clubs' and societies' fixtures for 2015 or 2016.

Twitter

Additional and more immediate communications to 470+ followers (@PAMastersGS)

Recommend following the charity on Twitter so that you are prompted when anything significant happens rather than remembering to go and look at the website from time to time.

Facebook

More light hearted view including subscriber contributions & photos (Peter Alliss Masters)

Redeveloped this year to improve updating and links with Twitter.

All 'Tweets' appear of Facebook page.

Clubs are requested to send details or links to their own club websites relating to any local fundraising events and successes to the webmaster to help us promote the charity's achievements.

8) AOCB.
None

9) Date of next AGM.
To be arranged.

Meeting concluded at 11.20am