

**Minutes of a Meeting of the SBU Board of Trustees
held on March 19th 2026 at 10am.**

In the Chair: Sarah Gunn (SG)

Present: Jean McLaren (JM)
Ian Patrick (IP)

In attendance: Bob McKinnon (Ops Coordinator) (BM)

Apologies: Alan Goodman (AG) – response submitted by email to all trustees ahead of the meeting

The purpose of the meeting was to review proposals for:

- a rebrand of the name, logo, colours and strapline
- Development of a new website using the squarespace platform

1. Rebrand

The trustees discussed the options proposed by Jack Shearer, considering a change of name for the organisation, a logo to represent that name, colour palette for all communications and promotional materials, and a strapline to support the name.

The Trustees were all in agreement that the paper produced by Jack was excellent – very clear and all options fully justified.

Actions: The Trustees agreed that the organisation should be known as Scottish Bridge, as it

- is similar to existing sporting organisations e.g. Scottish Golf, Scottish Netball.
- reads as an established national body without sounding overly corporate and
- will be familiar to members as similar to current name but less formal than “Union”.
- uses the word Scottish which reads as a community rather than location and
- has a strong SEO potential.

The trustees agreed on the logo for Scottish Bridge as ‘SB’ club logo – as being bold, playful, modern. Subtle nod to Scottish Bridge with the letters represented within an abstract club suit

with 2 preferred options for colour palette, to be discussed at a focus group

- SB written as a club sign with the colour palette of red,blue, thistle
- SB written as a club sign with the colour palette of blue, teal

There were 2 preferred choices for the tagline, to be discussed at a focus group

- A game for every mind
- Play, Learn, Belong

2. Website Development

The trustees reviewed the paper submitted by Sarah containing summary points from the Website and Communications Group meeting on Wednesday 18 March, and the summary paper submitted by Bob, from his meeting with Meraki Concepts. These papers were taken in conjunction with the paper submitted by Robyn Glynne-Percy to the board 11 March 2026 together with the quote from Meraki concepts.

Some of the board members had researched the pros and cons to using Squarespace and were in agreement that the platform was suitable.

A few concerns were raised by the Board:

- a) Were the trustees satisfied Meraki Concepts had the resources and ability to develop a website satisfying all the needs from Scottish Bridge Union, within the timeframe given?
- b) Would there be a search facility on the new website?

With regards to point a) above the trustees felt that Meraki concepts had taken time to review the existing website; had spoken in some detail to Bob, Robyn and Sarah about the intended structure of the new website; it was a professional going concern with evidence of completing websites to the satisfaction of the client and with very positive appraisals.

Re point b) *Meraki concepts have confirmed post meeting that there will be a search facility on the website.*

Action: The trustees agreed to approve the contract for a new website developed by Meraki Concepts. The timeline would ensure a temporary landing page of sorts (to deal with interest from new players wanting to learn more about the game) to be available for mid April to coincide with the start of the PR campaign and with final website in May.