

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 7<sup>th</sup> September 2015 at the Landore Academy, Swansea commencing at 5.30pm.

### Present:

Jim White, Huw Cooze, Barbara Cook, Stuart Macdonald, Cath Dyer, Duncan Thomas, Alan Lewis, Viv Brooks, Andy Godden, Ian James, Will Morris, Nigel Hamer (Secretary).

### Apologies:

Phil Sumbler, Viv Williams, Ron Knuszka.

The Minutes of the meeting held on the 3<sup>rd</sup> August, 2015 were approved.

### Supporter Director Report:

HC submitted bullet points of his involvements over the past month:

- *Gave us a background of where we are with regards to the Stadium, Landlords consent to build the extension is being sought, it is a delicate situation and the next few months should see progress.*
- *The Trust Board were updated on all Summer recruitment including negotiated new contracts. Club Chairman Huw Jenkins has had a busy few months and in his words – **the football industry is changing, we now have to deal with Agents/Consultants and newly called Intermediaries, it has made this summer the hardest since we joined the Premier League.***
- *The Premier League have agreed to hold a Disability Access Officer/Supporter Liaison Officer meeting at the Liberty Stadium on Tuesday/Wednesday 13<sup>th</sup>/14<sup>th</sup> October. This is a feather in our cap as the premier League tend to hold these meetings in London or Manchester.*
- *Set up a presentation to the Club Board by the Community Trust, there was also an update from the Academy, the Club Board were extremely grateful of the work being undertaken by both departments which is fantastic for the Community and Youth football which helps to spread the name of Swansea City throughout Wales by getting out into the Community and utilising our 20 Development Centres.*
- *Attended a number of meetings between the Club Board and the Academy recently moving towards the next level of involvement in America, later this month, HC and Academy Coach Educator, Roy Thomas will travel to New Jersey mainly on a fact finding mission but will meet up with 15/20 Clubs during the trip.*
- *The aim is to promote Swansea City, set up potential Summer Camps, also focusing on growing our fan base and brand, the Swansea City story is a compelling one and will resonate with the American public. New Jersey was chosen because it is the most densely populated state with more Youth footballers than anywhere else in America, most places in the tri-state region are reachable by less than a two hour drive which makes it convenient for those who would want to attend a Swansea City soccer camp. There was a lot of detail presented to the Club Board by HC to warrant the visit.*
- *North Shore United will continue involvement with the Club, but, they are well ahead of the game, they are entrenched in the Swansea Way, we continue to put on Summer and Winter camps and coaching seminars in Wisconsin and arrangements are well advanced for another tour to Swansea for boys and girls Under-13's next Spring.*

### Treasurers Report:

**SMac** reported an outstanding Sponsorship payment due to *Bravehearts*. There will be a payment due to *Trevor Lewis Signs* for the supply and fitting of the stainless steel plaques at the *Wall Of Fame* unveiling on the 19<sup>th</sup> September. There will also be a payment due to *Compass Group Services* for room hire for the *Fans Forum* on the 10<sup>th</sup> September. There is a need to review future spending against annual income to show net earnings. **AG** to work with **SMac** to discuss how to make the most out of our available funds. Consider sponsorship to *Swansea Junior League* and *Swansea Schools Football Association* as in previous seasons. **HC** mentioned that *Swans Aid* are due to advertise grants available to sporting groups within the next few weeks, both organisations should consider making application to *Swans Aid* which is an arm of the *Football Club*.

### **TBM 127/08 Disability Issues:**

**IJ** with a brief report mentioned the hosting of the DSO/SLO Premier League meeting at the Liberty Stadium on the 13<sup>th</sup>/14<sup>th</sup> October.

Will be attending a *DSA* meeting at the *Cardiff City Stadium* on the 15<sup>th</sup> October as part of the *South West Disabled Fans Experience Forum* which I will be spokesman for the Group following the *Cardiff* event.

The *Club Disabled Policy* has been updated and will be officially issued soon to ensure that it gets the right publicity and allow people to understand changes following some issues, queries and feedback from last season.

The *Disabled Association* continues to go from strength to strength with an upcoming event on the 23rd September at the *Liberty Stadium* with Club First Team Coach *Alan Curtis* as *Guest Speaker*.

Trust Board Co-opted member, *Cath Dyer* is the new *Secretary* of the *DSA*.

### **TBM 172/14 Membership**

**AL** and **VB** to review the current Dual Membership structure taking into account costings of the *Annual Newsletter* against the returns received from Membership fees and raffle sales. Our Social media presence continues to grow, there are 4,230 members in our *Facebook Group*, 1,150 Likes on the *Facebook Page* with 5,101 *Twitter* followers.

**AG** agreed to become the *Social Media Manager* to take some pressure off **AL**.

### **TBM 178/15 Annual Award Dinner 2016.**

It was agreed that we would set up a Sub-Group to discuss the Awards Dinner for 2016.

### **TBM 179/15 International Honours Board.**

**NH** informed the meeting that we need to obtain quotes for the Board which will be designed similar to a Captains Board at Golf Clubs/Rugby Clubs. Players from *Swansea Town/Swansea City* have represented **21** different countries. It was pleasing to add *England* to the list after *Jonjo Shelvey* had recently represented *England*.

### **TBM 181/15 Riverside Lounge.**

**VW** with a written report on the completion of the *Montage* at the *Riverside Lounge*. *Michu* oil painting also fitted is the *Player of the Year for 2014, Wilfried Bony* and *2015 Ki Sung-Yeung*. The *Lifetime Achievement Awards for 2014 and 2015* are also in place. *Board Members* commented on the good work undertaken on this project by **VW**.

### **TBM 182/15 Regional Fans Groups.**

**JW** had met with the *Ceredigion Jacks*, and with **HC** a date had been agreed to hold a *Fans Forum* in *Lampeter* on the 22<sup>nd</sup> October. A general discussion took place about the concept of setting up Regional Fans Groups around the country. **AL** was concerned that the arrangements could become too bureaucratic. They would become *Affiliates* independent of the *Trust*. **DT** and **JW** to look further into this and report back at the next meeting.

### **TBM 183/15 Travel Plan.**

**RK** to provide a Travel Plan as promoted by Swansea University.

### **TBM 184/15 Region Twinning.**

**CD** had reported on an Action Relationship with *Milwaukee*. It was felt that this was really a *City & County Of Swansea* involvement rather than the *Football Club* or the *Trust*. **HC** to provide **CD** with contact details.

### **TBM185/15 Wall Of Fame**

**NH** reported on the success in tracking down relatives of deceased players as well as those former players who are still alive and nominated for this year's inductions on the 19<sup>th</sup> September, 16 of the 20 nominated had been tracked down and invited to attend. Ticket allocation and catering are both in hand for the day. **HC** to ask *Club Board Directors* to make themselves available on the day. *Kevin Johns* to be contacted to comper the event.

### **TBM 186/15 Swans Trust Website Stats.**

**DT** had submitted the website stats for August 2015 which saw an increase of 20% in the number of US visitors to the site. An average increase of 15% visitors in the 18-44 age range, traditionally the site's main demographic is in the 44-54 age range

### **TBM 187/15 Co-opted Board Membership**

A general discussion took place about filling a vacant *Co-opted Board* member position. It was generally felt that we should test the water of interested members before merely filling the vacant position with the first member who shows an interest. It was agreed that we would post on our website, an invitation for Members to apply to become a *Co-opted* member, each applicant is to apply by the 21<sup>st</sup> September with 150-200 words what they believe they can add to the running of the Trust. It was suggested that **SMac**, **NH** and **HC** interview any applicants with a decision to be made prior to the next Board Meeting in October.

### **TBM 1888/15 Football Club Financial Information**

**JW** was keen to have recorded in our Minutes that Club financial transactions and monthly accounts are scrutinised by our *Treasurer* who will be joined by **AG** in discussing any issues. **HC** reported that he had always had our *Treasurer* to look at monthly management accounts with a view to indicating to him any questions which require answers at Club Board meetings.

### **TBM 189/15 Fans Forums.**

**HC** confirmed the early season *Fans Forum* will be held in the *Gower Suite* on the 10<sup>th</sup> September. Representing the *Club* will be *Huw Jenkins, Leigh Dineen, Garry Monk, Leon Britton, Lee Trundle* and himself.

**NH** to confirm numbers and the room booking.

*London Fans Forum* – **JW** added that the fixtures hadn't fallen kindly this season, it was suggested that The away fixture with *West Ham United* on the 7<sup>th</sup> May was possibly the only convenient date, always subject to *Sky/BT* televised game changes.

There will be *Fans Forums* in *Lampeter* on the 22<sup>nd</sup> October and in *Haverfordwest* on the 26<sup>th</sup> November.

### **TBM 190/15 Premier League Trusts & Supporters Direct Meeting.**

The next meeting takes place at *Supporter Direct* offices on the 10<sup>th</sup> October. The meeting commences at 10.30-13.00, a Networking lunch with *Championship Trusts* between 13.00-14.00. **DL** has agreed to attend on our behalf.

### **TBM 191/15 Codes of Conduct for Officers & Trust Board Members**

**NH** and **DL** to review and report back to the next Trust Board meeting.

### **A.O.B.**

Date to be confirmed for the AGM.

**JW** proposed the setting up of an Action Log to remind BM's of their responsibilities before the next Board Meeting.

There being no further business the meeting closed at 8.20pm.

Next Board Meeting Monday 5th October, 2015 at 5.30pm. Venue to be confirmed.