

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Thursday, 15th June 2017 at the Liberty Stadium, Swansea commencing at 5.35pm.

Present:

Phil Sumbler, Will Morris, Stuart McDonald, Viv Brooks, Cath Dyer, Duncan Thomas, Chris Davies, Viv Williams, Roger Goodwin, Matthew Griffiths, Andy Godden, Barbara Cook, Alan Lewis, Nigel Hamer (Secretary).

Apologies:

Ron Knuszka, Dai Little, Ian James.

The Minutes of the meeting held on the 8th May, 2017 were approved.

Chairmans Report:

Major discussion was the format of the Forum which will be held on the 27th June at the Liberty Stadium which will be a *Members Consultation*. This will be for Members only, the Press will be invited but with no blogging taking place during the meeting.

PS suggested that we form a *Communication Sub-Group* to deal with notifications to our Members in a more prompt way than the unwieldy method currently where we tend to wait for BM's to agree on a Communication to be emailed out, in some cases too later to make an impact. It was agreed that any 3 from 6 nominated would deal with future communications. **PS, SMc, WM, AL, CDyer** and **AG**, would be the six on the sub-group.

Supporter Director Report:

SMcD reported that the Media department has now relocated from the Liberty Stadium to Fairwood with the newly appointed Partnership Sales Executive initially occupying part of the Media office at the stadium.

Chief operating Officer, Chris Pearlman, now that Premier League safety has been secured ben able to start implementing his plans accordingly. He has upped his Media profile, including making a presentation to the Swansea Bay Futures Club on the benefits of a Premier League Club in the City, and he sees it very much as an opportunity to stress to businesses how much we need their (financial) support.

He has visited Joma at their Spanish base in advance of the new season to discuss amongst other things, improving the worldwide distribution of Club merchandise.

Front of shirt and sleeve sponsorship deals are being finalised, the front of shirt being a significant improvement on the 2016-17 deal, with the sleeve sponsorship representing new revenues. The official launch of the new kit will be the 19th June. On Club Personnel, major changes to HR systems and appraisal reporting are being introduced immediately throughout the organisation.

Talks with the City & County of Swansea over the Liberty Stadium lease are now gathering pace following the recent local Council elections and are seen as being very positive and closer to finalising a deal.

Treasurers Report:

SMcD reported that our Bank and Building Society balances amount to £852,000 a decrease in our overall balances during the month of May due to Legal Fees and HMRC Corporation Tax.

TBM 127/08 Disability Issues:

No report provided.

TBM 172/14 Membership & Media

AL had e-mailed his report, membership is 1842. It was agreed that we do not pursue the *Membership Leaflet* as previously used as much of what was in the leaflet was very much out of date and no longer relevant or could be improved upon.

TBM 179/15 International Honours Board.

The format of the *International Honours Board*, no final decision has been taken.

TBM 186/15 Swans Trust Website Stats

DT had submitted a report of the *Website, Social Media* and *Google AdSense* stats for May 2017. The stats indicate the top 5 most visited for the month were:

Trust Homepage 22.14%, Trust meet with Majority Shareholders 17.23%, History of Swansea City 7.68%, Trust Board Minutes 7.44%, Trust to meet with Majority Shareholders this weekend 6.39%.

Random Fact of the Month – based on the website stats from the last 32 months (since October 2014), the most popular article on the website is the “Trust members Forum Address” from the 20th October 2016, which to date has been viewed 13,026 times.

Social Media presence figures – 6,239 members in our *Facebook group*, 2,405 Likes on the *Facebook Page*, with 6,773 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* continues to review the Football Club Management Accounts and were able to provide assurance to the Trust Board that they are comfortable with the information provided.

TBM 189/15 Fans Forums

A *Members Consultation Forum* will be held at the *Liberty Stadium* for *Trust Members* on Thursday, 27th July.

TBM 194/16 Former Players Association.

No further meetings have taken place since the last *Board* meeting.

TBM 195/16 Replacement Mobile Phone:

AG provided **WM** with information of contract phones. **WM** to look further into the purchase of a replacement mobile phone.

TBM 196/17 August Newsletter:

This item held over to the next meeting.

TBM 197/17 Riverside Lounge:

VW requires a photo of the Lifetime Achievement Award recipient for 2017.

TBM 199/17 Schools Initiative:

RG reported that we will re-submit at the beginning of August.

TBM 206/17 Supporters Direct AGM:

DL will be representing the Trust at the *FSF* and *Supporters Direct AGM* at *St. Georges Park* on Saturday 1st July.

AO.B.

The Wife of former *Trust Board Member* and *Supporter Director Huw Cooze* passed away on the 13th June. Members had contacted *Huw* to offer their condolences at this sad time.

Election process:

NH and **AL** will be controlling the *Election Ballot* process this year, subject to their being a requirement. The dates are as follows. *Nominations* to be returned to the Secretary by the 5th July. *Apex* direct mail will be engaged to send out the voting forms on or before the 11th July. Voting forms to be returned to the Secretary by the 28th July.

There being no further business the Meeting closed at 8.12pm.

Next Board Meeting Monday 3rd July, 2017 at 5.30pm at the Liberty Stadium