

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 16th June 2014 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

Phil Sumbler, Stuart Macdonald, Will Morris, Huw Cooze, Alan Lewis, Barbara Cook, Duncan Thomas, Ron Knuszka, Gareth James, Ian James, Viv Williams, Andrew Godden, Nigel Hamer. (Secretary).

Apologies: Jim White, Cath Dyer, Viv Brooks, Dai Little.

The Minutes of the meeting held on the 19th May, 2014 were approved.

Supporter Director Report:

HC reported:

1. Attended a *Business Stadium Summit at Wembley* on the 3rd-5th June. **Speakers included:**
Alex Horne, General Secretary of the FA. A Stadium should be a flexible asset used throughout the year not just for its core sport. EE had a six year deal set up with Wembley Stadium offering Wi-fi, 4G and 3G services.
Andrew Daniels, CEO of Adelaide Oval.
Ted Matteson, Stockholm discussed multi purpose venues in one location. Superb public transport. Car parking for 5000 cars.
Paul Fisher of the Jockey Club.
Havier Martinez, Atletico Madrid. Purpose built Stadium by 2016, creating a living Stadium 365 days of the year. Respect history, embrace the future.
New Atlanta Stadium. Public and Private investment open 2017.
Patrick Mayer, Commerzbank Arena, Frankfurt. Concerts a big part of income stream. Don't wait, go out and find it, be pro-active, listen to young people.
Jordi Moix, transforming Nou Camp, Barcelona. Major challenge and needed fans to buy into it, 72% replied backing plans. Fans a big part of the Club.
Sponsorship and Naming Rights, Besiktas and Vodafone Arena. Passionate and Partizan fan base, a challenge to get plans passed by the fans, marketing and digital video won the day.
Stuart Robertson, Hampshire CCC, Aegeas Bowl. Multi use venue, hotel, six year naming rights.
Wire + Sky, Andy Broad and Cirrus.
2. Attended a Supporters Liaison Officer conference in Liverpool.
3. Student Ticket issue had been brought to our attention after the *Chelsea* fixture, had a meeting with the *General Manager* at *SSMC*. Apologised for not letting the fans know in advance of the checking of tickets at the Turnstiles.
4. Visit to *Prague* with fellow *Club Board Director, Brian Katzen* to forge links with *Sparta Prague* and their Marketing Director.
5. Erection of two Jumbotron screens in the Stadium.
6. The movie, *From A Jack To A King*, has been viewed by member of the Trust Board. Fairly positive feedback.
7. *Stadium* expansion, planning work ongoing.

Treasurers Report:

SMcD confirmed that the documentation with *Building Societies* to ensure that Trust funds had the full protection of the *Financial Services Compensation Scheme* was in place.

TBM125/08 Centenary 2012 & TBM162/13 History of the Swans Trust

HC reported that book sales were ongoing. **NH** to invoice the Club for book sales at the Club Shop.

TBM 127/08 Disability Issues:

IJ had no report..

TBM 142/11 Wall Of Fame

Awaiting date for the unveiling to be decided upon release of next seasons fixture list on the 18th June.

TBM 154/12 Riverside Lounge Memorabilia

VW requested photos from the Awards Dinner.

TBM 169/13 Website Upgrade.

DT reported that the upgraded website should be available for a viewing by Board Members towards the end of July.

TBM 171/13 Marketing Sub-Group:

JW reported that the database has been completed. The upgraded website will allow us to Market the Trust via our website.

TBM 172/14 Membership Renewal 2014/15.

AL had nothing further to report from previous meeting.

TBM174/14 Fans Forums.

WM confirmed that the next Fans Forum would be at the Liberty Stadium early in August.

TBM 175/14 Annual Membership Mailing & Newsletter.

VW had obtained advertisers for the Newsletter. Suggested that we consider inviting advertisers to a game. Agreed that advertisers should be invited as one Group. **HC** to check on cost of a Hospitality Box, maximum cost £500. Articles for Newsletter to be with **HC** by 1st July. Suggested contributors could be *Garry Monk, Andrew Godden as a Newby, our European travels, our Website and Treasurers Report* as well as the regular *Chairmans article*. Consider including an Events Calendar, Book sales with a cut out purchase voucher.

AL stated the raffle prizes would be similar to last year, i.e. *£500 cash prize, Season Ticket etc.,.*

AL suggested we should use more of *Facebook* and to ensure we make the most of communicating with Members. **PS** suggested we should set ourselves a membership target.

A.O.B.

NH had written to *Club Director, Gwilym Joseph* congratulating him on the award of the *MBE for Services to Industry and Sport in South West Wales*.

SM Reported that the *Swansea Junior League* had expressed their appreciation of our recent donation.

NH suggested that we should continue our interest in an *International Players Honours Board*.

There being no further business the Meeting closed at 7.35pm.

Next Board Meeting, Monday 18th August 2014 at 5.30pm, venue to be confirmed.