

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 19th May 2014 at the Landore Academy, Swansea commencing at 5.30pm.

Present:

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

Apologies: Kevin Mahoney, Dai Little.

The Minutes of the meeting held on the 14th April, 2014 were approved.

Supporter Director Report:

HC reported:

1. Financial settlement with former *Manager Michael Laudrup* was imminent.
2. Confirmation of the full time appointment of *Garry Monk* as *Manager* on a three year contract.
3. Player recruitment was still in the planning stage, the names mentioned will change.
4. *GWFX* have first refusal to continue as the main Sponsors. Club shirts should be on sale by mid June.
The *Commercial Department* are in discussions with other *Partners*.
5. All season tickets are sold, some admin. still being dealt with. The *Club* could have sold many more season tickets which is why the *East Stand* extension is very much on the *Agenda*. The *Club Board* are as frustrated as Supporters.
6. *Swansea Junior* and *Senior Leagues* playing at the *Liberty Stadium* on the 24th May, 2 finals each League spread over the day.
7. Further capital projects being undertaken at both the *Landore Academy* and *Fairwood Centre*.
8. Compulsory floodlighting upgrade at the *Liberty Stadium* to conform with *Premier League* mandate.
9. Additional seating will be added in certain sections this summer.
10. *Access Control Ticketing System* – the system provides for a much improved *Supporter* experience which allows the *Stadium* to have much more control of it's own system. **HC** provided greater detail of what could be achieved. *SSMC* will release the relevant information which is due to be trialled at the *Kings Of Leon* concert.
11. The *Club* had been involved in successful visits from *American* and *Dutch Youth* teams, further visits will be arranged.
12. Student Ticket issue had been brought to our attention after the *Chelsea* fixture, had a meeting with the *General Manager* at *SSMC* which is being looked into.

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.

TBM 127/08 Disability Issues:

IJ confirmed that a meeting was being organised to review the Season in terms of *Disability* issues, in particular ticketing, *Disability Policy* and implementation, clarification of roles and responsibilities of *SCFC* and *SSMC*. Representatives of *SCFC* and *SSMC* will be present at the meeting including the new *Ticket Office Manager*. The *Disability Survey* results will also be discussed at the meeting in order to plan and impose services for the forthcoming season. Date of meeting to be confirmed. The *Disabled Supporters Association* has now had the go-ahead to use the ticket database to send out initial membership forms for the coming season. Once this has been completed the *DSA* will be able to set up it's own membership database for administration purposes. *DSA Committee* members will be attending future *Trust* events to raise awareness and increase membership.

TBM 142/11 Wall Of Fame

NH had forwarded the list of names for **VW** to arrange for the plaques to be produced. A date for the unveiling will be decided upon release of next seasons fixture list on the 18th June.

TBM 154/12 Riverside Lounge Memorabilia

VW reported that progress on the montage has been slower than anticipated with approximately 70% completed. Additional photos are being sought to complete the montage. **VW** expressed an interest in obtaining club shirts through the period of our involvement as a Trust when he would organise display panels which would help to cover the wall panels. **VW** required details of this years *Lifetime Achievement Award, Player of The Season Award* photographs for the Board in the Riverside Lounge.

TBM 169/13 Website Upgrade.

DT and **JW** had met to discuss the technology side of the website, the outcome of which was shared with **AL**. The site is programmed to be ready and live by mid-July in readiness for the next round of memberships.

TBM 171/13 Marketing Sub-Group:

JW reported that the database should be completed by the end of May, this will allow the exercise of Marketing the *Trust* to engage with our Members in June and July.

TBM 172/14 Membership Renewal 2014/15.

AL reported On behalf of the membership sub-committee **VB, JW and AL**. A recommendation to continue the dual membership from last season was agreed. It was also acknowledged that we need to improve communications particularly with Standard Paying members. One suggestion to be pursued was a separate, targeted postal mailing to paid members at the start of the Season and possibly at some point during the season.

The specific benefits of the paid membership option were also discussed and it was agreed that this needed to be highlighted as part of the annual mailing. One suggestion, to offer a Swans related monthly prize to acknowledge the support of paid members, was agreed. An option to offer Life Time membership was not pursued.

TBM174/14 Fans Forums.

WM had contacted *Andrew Edwards* at *Port Talbot Town* to hold a *Fans Forum*. It was agreed that this would take place next season.

TBM 175/14 Annual Membership Mailing.

AL asked that all BM's provide material for the Annual Newsletter to be sent to all Members at the start of the Season. **VW** would seek advertisers to help with the costs and **JW** would liaise with the *Mailing Company*. **JW** to check on the update of the database and also liaise with **SMcD** to ensure that Members making regular donations were appropriately recorded on the database. **VB** to make necessary arrangements relating to the *Annual Raffle*.

A.O.B.

The Trust had received an invitation from *Supporters Direct* to attend the *Italia Supporters Congress, Supporters in Campo*, at their AGM in Ancona on the weekend of the 15th-16th June as Guest Speakers. **JW** had agreed to represent the Trust at this event.

There being no further business the Meeting closed at 7.25pm.

Next Board Meeting, Monday 16th June 2014 at 5.30pm, venue to be confirmed.