

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday 22nd November 2010 at the Liberty Stadium, Swansea, commencing at 5.40pm

Present:

Phil Sumbler, Ron Knuszka, Stuart McDonald, Huw Cooze, Meic Pickavance, Viv Brooks, Alan Lewis, Will Morris, Kevin Mahoney, Nigel Hamer (Secretary).

Apologies:

Jim White, Ian James, Duncan Howells, Craig Mapstone.
Minutes of the meeting held on the 4th October had previously been circulated and approved.

Supporter Director Report:

HC reported that the Pod now in situ and was proving to be an important meeting point for Trust

Members. We had received requests from Cardiff City FC and Kidderminster Harriers FC for further information as to where we had obtained the Pod having seen it on our website.

HC would attend the funeral of Club President, Professor David Farmer representing the Trust as

well as the Club Board. A sympathy card had been sent on behalf of the Trust to Professor Farmer's widow.

HC suggested that we should arrange a meeting with the Chairman of the Swansea Stadium Management Company as we had not met for the past 18 months, previous issues such as the

slippery walkways on the East Stand had been dealt with since our last meeting, although there were still problems with the tannoy system.

I have been heavily involved in all of the recent initiatives being launched by the Club for the present

and for future initiatives, very soon discussions will be taking place for next season's season ticket

prices. Trust Board members services will be required for a Kids For A Quid day that is being organised

for the match against Crystal Palace on January 15th 2011.

The Club Board have been discussing – Future Ticket Pricing and the need to 'Fill the Stadium'. The

number of season tickets sold for any given season and the number of individual match tickets sold for

any given match is highly price sensitive. There are a number of factors which have to be taken into

account when setting ticket prices:

1. The quality of the Club's senior team
2. The quality of the League in which it plays
3. The quality of the teams opponents.
4. The teams overall performance level during the course of the previous season.
5. The teams most recent match results.

It is of critical importance to take these factors fully into account in setting ticket prices, these prices not

only determine match attendance levels and aggregate ticket revenue, but, also determine the level of other commercial revenue generated from matches, e.g. Club merchandise, match day programme sales, hospitality, food and beverage income is, for obvious reasons, directly related to match attendance levels. There are numerous “ticket price x projected attendance level=projected ticket sales revenue” permutations that will result in the same aggregate ticket sales income per match. However, because of the ‘other match day commercial revenue’ impact, the favourable effect of higher attendance levels of the performance of the team in Home matches and the opportunity to expand the Club’s supporter base and supporter loyalty, the objective should be to maximise ticket sales revenue at the lowest possible price point that will maximise match day attendances. In the Club’s opinion every seat that lies empty on a match day as a result of excessive ticket pricing is a squandered commercial opportunity, and, more importantly, one less supporter getting behind the team. Season Ticket Holders will be favoured and prioritised ahead of other supporters.

In keeping with these commercial principles, it will be the policy of the Club to ensure that season ticket prices will always be set at levels which enable those committed supporters who buy to make substantial savings in relation to the cost of the corresponding individual match day tickets. It will also be to ensure as far as we are able, that in all dealings between the Club and its supporters, season ticket holders are favoured over occasional supporters who ‘pick and choose their matches.’ Season ticket holders will, as at present, continue to be accorded priority over other applicants for tickets for all Cup matches and away-from-home matches for which tickets are in short supply and need to be rationed.

Other benefits for season ticket holders.

Cheaper travel for certain Cup matches,
FREE Ospreys ticket (match to be confirmed)
‘Season Ticket Spectacular’ a weekly draw exclusive for season ticket holders which include

1. Free ticket to watch the Ospreys (reciprocal)
2. Free use of an Executive Box.
3. Free away tickets for selected fixtures
4. Car Parking space for the rest of the season.
5. Director for the day for two persons.
6. Hospitality for two in the ‘Morfa Veolia Lounge’.
7. Player shirt sponsorship for the remainder of the season.
8. The Club will continue to reward season ticket holders with a 10% discount at the Club Shop.

Half Season tickets will be available to purchase early in December from just £25 and will be available to use from the match against Barnsley on the 28th December.

Treasurers Report:

SMcD reported that the Accounts had been completed by our Accountants. Our Gross Profit for the

Year end 31st May 2010 was £15,875 and our Net Profit £11,217. Members Subscriptions were £8,939.

The Balance Sheet showed Fixed Assets as £199,999 which was our Shareholding in the Football Club

Net Assets were £204,198 with Shareholders Funds £204,198 as against £193,400 for 2009.

There was one outstanding bill due for payment to W.R. King & Co for Accountant fees for May 2010

for £942, there were subscriptions due from the online method of joining the Trust. Our Bank balance

as at today was £9,325.85.

Our Accounts and the Annual Return to the Financial Services Authority are to be sent to the Mutual

Societies Returns Team for Public Record.

TBM 077/06 Fans Forum:

WM reported that a decision to consider a suitable date to hold a Fans Forum at Carmarthen Town FC will be taken early in the new year.

TBM 080/06 Membership:

We are nearing the 1000 mark for this years membership. It remained a disappointment that over 500 of last years members had not rejoined the Trust for whatever reason. Reminders had been sent out by SMS messaging, e-mails and reminders on Swans related websites. A Sub-Group had been set up to meet to discuss ideas which would consider fees to 'celebrate' our Tenth Anniversary for Season 2011/12. The Sub-Group would be **PS, HC, AL, SMcD**.

TBM 082/06 Swansea City 2002 Limited:

Nothing further to report.

TBM 085/06 Website:

No report.

TBM 086/07 Community Group:

VB reported that the Bowling evening had been one of our best, the Management and Players were well represented at the event. Marvin Emmes 'won' the 'battered skittle' award for the player with the lowest score, Club Captain Garry Monk won the award for the highest score of the players. SA1 Solutions Limited with Jamie Grimes in their team won first prize of the 'Richard Lillicrap Trophy'. Trust Member, Matthew Collins won the award for the highest individual score of 166. Presentations were made by Manager, Brendan Rodgers. Chairman **PS**, thanked **VB, RK** and **AL** for their hard work in arranging the event and for their hard work on the night, also thanks to **WM** for taking photos on the evening. Thanks also to Trust Member Lorraine Corbett for her successful sales of raffle tickets on the night.

VB reported that the recent raffle had been a success, again **PS** thanked Board Members involved in the raffle, particularly **RK** who had dealt with the arrangements for the distribution of the prizes.

TBM 124/08 Trust TV:

No report.

TBM 125/08 Centenary 2012:

Nothing to report.

TBM 127/08 Disabled Issues:

No report available.

TBM 139/09 Memorial Garden:

No report available.

TBM 140/10 5 Aside Football Tournament

No report available.

A.O.B.

We had received a request from the newly formed Trust at Portsmouth F.C. to meet with them prior to the home match on the 26th November. **NH, HC** and **SMcD** to attend.

There being no further business the meeting closed at 7.25pm

The next Board meeting will take place on Monday, 10th January, 2011 at 5.30pm

Phil Sumbler

Chairman