

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 25th November, 2013 at the Liberty Stadium, Swansea commencing at 5.45pm.

Present:

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

Apologies: Will Morris.

The Minutes of the meeting held on the 7th October, 2013. had previously been circulated and approved.

Supporter Director Report:

HC confirmed that there were changes at the Academy as reported in the national press.

Planning consent for the Stadium expansion had been submitted which was for the whole expansion allowing an extra 12,000 seats. Decision should be in January. The Stadium capacity is currently 20,930. The extension will be built in phases. 88 additional seats will be added in the open corners of the stadium, 44 in each of two corners. The remaining corners will be left 'open' to allow a free flow of air allowing the pitch to remain in top condition.

In order to increase the crowd atmosphere at the Stadium plans are being formulated. The Club are consulting with the Trust and a number of other influential groups.

Tickets for Valencia were currently at 16,000 sold. The DVLA, this had been an idea to market the Club in one of the largest employers in the area. Applicants will have to complete a questionnaire which will allow the Club to have additional data which it will follow up on if ticket sales are slow, e-mail addresses will be gathered and hopefully the marketing initiative will work with many becoming season ticket holders in the longer term. Quite a number of tickets went out into the Community, hopefully these will come back for more, again when ticket sales are slow. If Swans for Schools is successful, the Club are looking to roll this out on other slow sale games.

A new commercial website is up and running and should make ordering tickets easier, long term tenders are currently out for a brand new ticketing system.

We currently have 70,000 names on the Club database, 42,000 with clean e-mail addresses.

Treasurers Report:

SMcD gave a brief overview of the Annual Accounts which will be produced at the AGM following the meeting. Our Turnover, Members Subscriptions, Donations & Sponsorships, Fundraising, for the accounts to the 31st May 2013 was £43,024 (2012-£31,331), Fundraising Costs were £17,110 (2012-£2,925). Gross Profit £25,914 (2012-£28,406). Miscellaneous Other operating Income £411,972 (dividends received SCFC £410,524, Interest £1,448). Administrative Cost £13,893 (2012-£15,000). Surplus £423,993 (2012- £13,406). Fixed Assets £199,999 (Shareholding SCFC). Net Current Assets £452,584 (2012-£28,591) Net Assets £652,583 (2012-£228,590). Shareholders Funds £652,455 (2012-£228,590). **SMcD** reported that there was no tax liability to the Society (Trust).

TBM 077/06 Fans Forum:

JW had reported that a successful forum had been held at the London Welsh Centre on Friday 22nd November with around 130 present to hear Club Chairman Huw Jenkins, Supporter Director Huw Cooze, Club Ambassador Lee Trundle, former players John Cornforth and Adrian Forbes.

TBM 082/06 Swansea City 2002 Limited:

AL had asked if there was news on any further dividend payment. **HC** reported that no final decision had been taken on future Dividend payments to Shareholders. It was recognised that the Trust needed to ensure that the Supporter Director was given an appropriate mandate in time for any discussion that might arise. A lengthy discussion took place and it was agreed that further discussions would be necessary..

TBM 086/07 Community Group:

HC had received an e-mail from *Michael Laudrup* explaining that it has been difficult arranging our Annual Ten Pin Bowling Nite mainly due to fixture congestion and the Europa League suggesting that we look at this event in the new year.

TBM125/08 Centenary 2012:

HC reported that sales of the books were expected to pick up during the Christmas period.

TBM 127/08 Disability Issues:

CD had briefly reported by e-mail that on Thursday 17th October the SWDFEF (*South West Disabled Fans Experience Forum*) had been held at the Liberty Stadium hosted by IJ, Swansea City FC Disability Officer. There were 23 in attendance including from Exeter City, Plymouth Argyle, Yeovil Town, Swansea City and Level Playing Field.

IJ in conjunction with the Club had produced a leaflet, SAIL (*Supporters Accessibility Information Leaflet*) giving details of transport facilities, car parking, Loop System, wheelchair seating areas in the Stadium, toilet facilities, ticketing, Accessibility Assistants, Stewards and Visually Impaired Supporter facilities.

TBM 142/11 Wall Of Fame:

PS had thanked NH for the successful attendance of all but four of the recipients of Wall Of Fame nominees or family members. Present were – *Mel Charles, Jeremy Charles, Cliff Jones, Terry Medwin, Jimmy McLaughlin, Leighton James, Steve Jenkins, Vic Gomersall, Nigel Stevenson*. Family members represented – *Len Allchurch, Joe Sykes, Billy Hole, Bill Lucas, Noel Dwyer, Geoff Thomas, Roy Paul*. Unable to attend were *Frank Burrows, Chris Coleman, David Gwyther and Tommy Hutchison*. The event had been a success with the nominees and family members enjoying hospitality from the Club and the Trust during the fixture with Sunderland on the 19th October.

Club Chairman *Huw Jenkins* unveiled the newest 20 nominees to the Wall Of Fame.

TBM 154/12 Riverside Lounge Memorabilia

VW produced the completed painting of Michu HC to arrange to have the paintings signed, the painting to hang in the Riverside Lounge. Smaller paintings of Michu and Chico were auctioned at the London Fans Forum.

TBM 162/13 Book on the History of the Swans Trust.

PS reported that almost 100 books had been sold to date of our own stock, the publishers had effectively 'sold' the books by distributing to various outlets.

TBM 165/13 Sponsorship of Junior League Football.

No report.

TBM 169/13 Website Upgrade.

DT had forwarded a draft version of the revamped site to the board by e-mail.

TBM 170/13 Premier League Trust Group Meeting:

JW attended the meeting in Birmingham on the 19th November. Present at the meeting were representatives from – *Arsenal, Chelsea, Liverpool, Aston Villa, Spurs, Cardiff City, Fulham and Swansea City*.

Aston Villa discussed at length their desire for Safe Standing at Villa Park.

Chelsea discussed the Chelsea Pitch Owners Group.

Arsenal discussed their work to educate the fanbase on issues of football governance.

Spurs discussed their role in representing supporters to the Club Board.

Cardiff City discussed the unilateral change of the kit colour and the appalling way the Club behaved.

Fulham discussed their Back to the Cottage campaign.

Liverpool an illuminating discussion on engagement of young fans on issues like ticket pricing.

Swansea City discussed efforts by Club and Trust to push for reciprocal deals on ticketing prices.

TBM 171/13 Marketing Sub-Group:

The sub-group of *Jim White, Viv Williams, Will Morris, Duncan Thomas, Barbara Cook and Alan Lewis* had not met since the last meeting.

As the AGM was due to follow at 7.30pm, the Board Meeting concluded early at 7.25pm

Next meeting Monday, 20th January 2014.