

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 3<sup>rd</sup> April 2017 at the Liberty Stadium, Swansea commencing at 5.30pm.**

### **Present:**

Phil Sumbler, Will Morris, Stuart McDonald, Viv Brooks, Cath Dyer, Duncan Thomas, Chris Davies, Viv Williams, Ian James, Roger Goodwin, Nigel Hamer (Secretary).

### **Apologies:**

Alan Lewis, Barbara Cook, Matt Griffiths, Andy Godden, Ron Knuszka, Dai Little.

The Minutes of the meeting held on the 6<sup>th</sup> March, 2017 were approved.

### **Chairmans Report:**

Not much to report as very little has happened on the last month.

Along with *Stuart McDonald* attended a *Swansea City AFC Structured Dialogue Meeting* at the *Fairwood Training Ground* on the 28<sup>th</sup> March. Present were:

*Andrew Davies – General Manager SSMC, Chris Pearlman – COO, Swansea City AFC, Huw Jenkins – Chairman Swansea City AFC. Huw Cooze – Supporter Liaison Officer, Stuart McDonald – Supporter Director, Catherine Thomas – Customer Service Manager – SSMC, Lucy Norman – Customer Service and Equality Manager Swansea City AFC, Phil Sumbler – Chairman Supporters Trust. The Disabled Supporters Association, Travel Club and Supporter from Port Talbot Jacks, Ceredigion Jacks, Pembroke Jacks, Season ticket Holders and Premier Club Member.*  
The meeting was chaired by *Huw Cooze, SLO Swansea City AFC*, who handed over to *Phil Sumbler* to explain the purpose of structured dialogue which is a recommendation of the *Government Expert Working Group* which *Phil* and *Dai Little* had been invited to attend during 2016 in behalf of the *Supporters Trust*.

### **Topics discussed were:**

*Aims and ambitions of the Owners.*  
*Stadium Expansion*  
*Academy Development*  
*Safe Standing*  
*Plans for Relegation*  
*Club involvement with Swansea regeneration.*  
Full details will be found on our website.

### **Supporter Director Report:**

**SMcD** that the *Club* have been working hard on securing improved commercial partnerships for the new Season and there are good opportunities available, unfortunately uncertainty surrounding our Premier League status for 2017-18 makes it very difficult to complete these deals at the current time. Approached by a member of the BBC Wales Sports Team, they are keen to meet with us with the aim of forging a better relationship. It was agreed that we would look to arrange something for the start of next season.

*Negotiations with the City & County Of Swansea Council and the Ospreys regarding the Management and control of the Liberty Stadium are still very much ongoing, albeit at a slow pace, and the*

*impending local Council Elections are impacting on the pace of discussions. It is expected that matters will pick up in early May once the Elections are concluded, although it is likely to be a continuingly protracted process.*

*The Fanzone was opened for the first time for the home fixture with Middlesbrough, the general feeling was that it was a success (of course the good weather was a significant factor), and certainly fans that I spoke to were impressed with it, it will be in place for the remaining home matches of this season.*

*The off filed focus during the last week of March has been very much on the upcoming Official Opening by former Manager John Toshack of the expansion to the Club's superb Fairwood Training Ground which will see our American owners in attendance. Trust Officers had been invited to attend the opening, myself, Chairman Phil Sumbler, Vice Chairman Will Morris and Secretary Nigel Hamer. The new owners also due to attend a Fans Forum prior to the Tottenham fixture.*

*Invited to attend a Celebration Reception to toast the success of this season's Under-23 squad on Monday 3<sup>rd</sup> April at the Liberty Stadium.*

#### **Treasurers Report:**

**SMcD** reported that our Bank and Building Society balances amount to £869,965 a decrease in our overall balances during the month of March of £163, but, a continuing healthy cash situation, there being very little movement in funds since the last month. The new *Insurance Policy* for *Directors and Officers liability cover* has now been placed, full documentation and details to follow.

#### **TBM 127/08 Disability Issues:**

**CD** reported that the *Swansea City Disabled Supporters Association* had produced its Quarterly Newsletter. The next Social event will be held on the 9<sup>th</sup> May, further details to follow. The *DSA* were mentioned in the *Level Playing Field Newsletter* for their recent Q&A event held in the *Stadium*.

#### **TBM 172/14 Membership & Media**

**AL** had reported that Membership numbers are now 1818.

#### **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 March 2017. The stats indicate the top 5 most visited for the month were:

*Trust Homepage 24.72%, Trust Members Forum Announcement 13.23%, Trust Board and AGM Minutes, 12.21%, History of Swansea City 8.38%, Sad News 6.82%.*

Based on the website stats from the last 30 months, the average number of fans who become Trust Members via the website per month is 71.

*Social Media* presence figures – 6,231 members in our *Facebook group*, 1,878 Likes on the *Facebook Page*, with 6,720 *Twitter followers*.

#### **TBM 188/15 Football Club Financial Information**

The *Finance Sub-group* reported that external Auditors had completed their six month audit of the *Club Accounts* to the 31<sup>st</sup> January, and have given the Club a clean bill of health. The *Sub-Group*

have reviewed those half yearly accounts and are comfortable with the financial information provided. The Managerial changes that have been undertaken this season, and the additional players recruited in January, have increased cash flow pressures, combined with the uncertainty regarding our *Premier League* survival has resulted in the *Club* looking at alternative budget scenarios for next season, which will ensure that the cash position is kept under control.

**TBM 189/15 Fans Forums.**

A *Fans Forum* will be held at the *Liberty Stadium* for *Trust Members* on Tuesday, 4<sup>th</sup> April where *Owners Steve Kaplan* and *Jason Levien* will be in attendance.

**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:**

**VB** reported that there were no updated photos relating to the *Annual Awards Dinner* for 2016 on the *Board* in the *Riverside Lounge*. **VW** would complete both the 2016 and 2017 Award Recipients after this year's Awards Dinner which is on the 17<sup>th</sup> May.

**TBM 198/17 Insurance Cover:**

**SMcD** as reported in his *Treasurer* report, suitable *Insurance* cover for *Directors* and *Officers* of the *Board* had been put in place.

**TBM 199/17 Schools Initiative:**

**RG** reported that *WJEC* had acknowledged receipt of the *Community Challenge* submission.

**TBM 200/18 National Football Museum:**

**SMcD** reported that the *National Football Museum* had accepted our offer of our *Vetch Field Box Set*, **VB** agreed to deliver same prior to the away fixture against *Manchester United*.

**TBM 201/18 National Sports Museum Online:**

**AL** had reported that the *Swans 100* website link is now 'live' on the *National Sports Museum Online* website. **DT** is liaising with the current Administrator of the *Swans 100* website with a view to assisting in its ongoing maintenance and development.

**TBM203/18 Community Trust:**

An invitation has been extended to the *Trust Board* to attend the *Community Trust Annual Awards* evening on the 6<sup>th</sup> April from 5pm-8pm at the *Liberty Stadium*.

**TBM 204/18 Jack Army Norway:**

**AL** has been in touch with *Eink Reksten* of *Jack Army Norway* advising that we only operate on an individual member basis and do not have a facility for 'corporate membership.' Ways in which the *Trust* could promote *Jack Army Norway*, e.g. through a website article were mentioned but there has been no follow up to date from *Jack Army Norway*.

**A.O.B.**

**NH** mentioned the *Football Supporters Federation* and *Supporters Direct* who will be hosting the joint annual *Supporters Summit* at *St. George's Park, Burton-Upon-Trent* on the *1<sup>st</sup> & 2nd July* in partnership with the *Football Association*. We normally have representation at these events as *Supporters Direct* hold their *AGM* at the same event as do the *FSF*.

There being no further business the Meeting closed at 7.45pm.

**Next Board Meeting Monday 8<sup>th</sup> May, 2017 at 5.30pm at the Liberty Stadium.**