

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 3rd October 2016 at Landore Academy, Swansea commencing at 5.35pm.

Present:

Phil Sumbler, Huw Cooze, Will Morris, Stuart Macdonald, Alan Lewis, Duncan Thomas, Cath Dyer, Andy Godden, Barbara Cook, Viv Brooks, Nigel Hamer (Secretary).

Apologies:

Jim White, Ian James, Viv Williams, Huw Bowen, Ron Knuszka, Dai Little.

The Minutes of the meeting held on the 5th September, 2016 were approved.

Chairman Phil Sumbler on behalf of the sub-group informed the Board that a meeting had been set up with *Counsel* in London on the 5th October, attending would be *Dai Little, Huw Cooze, Jim White* and *Stuart Macdonald*.

Supporter Director Report:

HC in his report stated that there had been no Club Board meeting, the next is the 19th December.

- *Informed that the Club would be appointing a Chief Operating Officer within the next month.*
- *Was aware that the Club was considering a number of potential candidates for the Manager position, but, only knew 10 minutes before today's Press Release of the departure of Francesco Guidolin and appointment of Bob Bradley.*
- **Secretary's Note:** *HC subsequently received an e-mail apology from Jason Levien (with Steve Kaplan and Huw Jenkins copied in) for not being informed of the appointment in advance, (HC responded with a short reply, 'actions speak louder than words'. The Trust received a (written) public apology in the match day programme.*
- *As a follow up to the presentation on Safe Standing at Glasgow Celtic, I have been asked by the Club to look at Rail seating options. It remains a complex issue and an early agreement from the Premier League is unlikely, but, we remain hopeful (full report submitted).*
- *Attended the Supporters Liaison Officer meeting in London on the 14th-15th September. VisitFootball Results for 2015/16 presented by Live Tourism to Liverpool AFC Bournemouth, Swansea City and Watford for providing the best customer service to premier League fans.*
- *Swansea City award for Best Fan Innovation for their away supporter video orientation guide. VisitFootball is a joint venture between the premier League and the national tourism board VisitEngland which has been assessing the care that supporters receive at football grounds since August 2010.*
- *Match Attender Survey (full report submitted).*
- *Extensive Meetings, e-mails and telephone calls regarding the protection of our Shareholding with the Trust sub-group.*
- *Met Craig and Isobel Goodman who are running the Gambia project which we can help, as a Club in different ways.*
- *Community Trust meeting attended.*
- *Invited Mark Koenig, ex- President of North Shore United (Wisconsin) to attend the home fixture against Chelsea. North Shore United ordered 66 shirts and socks in August and 173 shirts and 34 pairs of socks at the end of September.*

- Also invited George Abbey as a guest. George is a former Director of the Johnson Space Centre who was involved in all the Apollo missions, he was over at Swansea University as part of the British Science Festival, incidentally, Sir Gareth Edwards who was another guest, sent up his 50th Welsh Rugby Union cap into Space on one of the Apollo mission, George's were originally from Wales and it was George's request to send up the Cap, apparently it returned safe and sound!

Treasurers Report:

SMac reported very little change from our last Board Meeting on the 11th July. We had incurred a legal charge for work undertaken in discussions with the new American shareholders.

TBM 127/08 Disability Issues:

CD reported that there will be a *Disabled Supporters Association* function will be held at the Stadium on the 18th October.

TBM 172/14 Membership & Media

AL reported that Standard Membership numbers recorded to date were 900 mostly online, there are still a number of forms received which have not been added to our database.

TBM 179/15 International Honours Board

The format of the *International Honours Board*, no final decision has been taken.

Also under this section were the Wall of Fame recipients for this year. **NH**, **SM**, and **PS** will liaise with a list of names.

TBM 186/15 Swans Trust Website Stats

DT had submitted a report of the *Website* and *Social Media* stats for September 2016. The stats indicate the top 5 most visited for the month were: *Trust Homepage* - 23.78%, *Trust Facts & History* - 18.89%, *Trust Board & AGM Minutes* - 17.30%, *Join the Trust* - 6.28% and *History of Swansea City FC* - 4.96%.

Since the new Membership year started on 1st August 2016, it is worth noting how members who signed up online got to the 'Join the Trust' page, 53% were from referrals (i.e. other websites and social media), 28% were from a Search Engine and 19% were direct visitors to the Trust website. Random fact of the month – during September, 57.15% of visitors used a Desktop device (PC/Laptop) to view the website, 32.12% used a mobile phone and 10.73% used a tablet device. *Social Media* presence figures – 5,976 members in our *Facebook group*, 1,669 Likes on the *Facebook Page*, with 6,015 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* had not been in receipt of Management Accounts for this period.

TBM 189/15 Fans Forums

No further information regarding a Fans Forum.

TBM 191/15 & TBM 192/15 Codes of Conduct for Officers & Trust Board Members

WM reported that *The Disciplinary Code of Conduct for Trust Board Members* is now at completion stage along with the Conflict Of Interest document. These will now be added onto our Website.

TBM 193/16 Trust Member Survey

JW to undertake a member survey questionnaire.

TBM 194/16 Former Players Association

No further meetings have taken place since the last board meeting.

A.O.B.

AL suggested that we consider the purchase of a wreath from the *Royal British Legion* which will be placed on the *First World War Plaque* on Sunday, 13th November.

AL reported that *Prize Winners* of the *Raffle Draw* which took place prior to the Liverpool fixture had been contacted.

AL had circulated the *Board* of his desire to reduce the number of roles he held with the Trust to ensure that all were adequately covered. It was agreed that CD would support the Trust Press Officer on media issues with WM assisting. DT agreed to cover the website and e-newsletter aspects of the communication role.

Also agreed that we would purchase a replacement *Mobile Phone*, **AG** to look at contract phones. Agreed that reports be submitted in advance of Board Meetings to give more time for discussion on the night.

AGM agreed to be held on the 5th *December*.

There being no further business the Meeting closed at 8.00pm

Next Board Meeting Monday 7th November, 2016 at 5.30pm. Venue to be confirmed.