

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 7<sup>th</sup> March 2016 at the Liberty Stadium, Swansea commencing at 5.30pm.**

### **Present:**

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

### **Apologies:**

Ian James, Dai Little.

The Minutes of the meeting held on the 8<sup>th</sup> February, 2016 were approved.

### **Supporter Director Report:**

**HC** in his report took us through changes on the football front and the Football Club in general, as usual a lengthy discussion took place amongst Members present. He then highlighted a number of Events and Meetings he had organised, and, or, attended.

- *Attended a Club Board meeting with a presentation of stats from the Head Of Recruitment, the Head of Technical Player Recruitment and the Opposition Scout.*
- *As Club Supporter Liaison Officer will be attending the Premier League Experience at the Cabinet War Rooms in London on the 23<sup>rd</sup>/24<sup>th</sup> March.*
- *Attended Hospitality upgrade presentation by Club Staff. A Betting concession to be available in the Business Club Lounge. Advanced talks are in place for an ATM facility at the Stadium.*
- *Reported on the recent visit to New Jersey with Swansea Academy Coaching staff members a comprehensive report was provided for the Trust Board.*
- *A £5 discount has been negotiated for the Manchester City fixture, this is the fourth fixture this has been negotiated for talks are currently on-going for next season.*

### **Treasurers Report:**

**SMac** reported very little change from our last Board Meeting on the 8<sup>th</sup> February. There was one outstanding bill for payment, for our Annual Audit of £1,080.00. There was one outstanding Invoice from the advert on our website for *Strachan Sports Travel*.

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

No report.

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

**AL** will be e-mailing a *March Newsletter* and would appreciate news items. It was agreed that we would undertake our campaign for memberships beginning in June. **AL** and **JW** are currently preparing a new *Survey* to be sent out to our *Standard Members* highlighting what they would like us to do with our financial resources. Current *Standard Membership* is 1277.

### **TBM 178/15 Annual Award Dinner 2016.**

**WM** reported that the *Annual Awards Dinner* will be held on Wednesday, 11<sup>th</sup> May. **HC** had met with *Rhidian Stevens* i/c. of *Building Projects*, in particular the *Indoor Barn*. It was agreed that we would

meet to discuss the possibility of holding *Awards Dinners* in the *Indoor Barn*, it may be too late for this year.

#### **TBM 179/15 International Honours Board.**

The format of the International Honours Board was discussed. **VW** would forward proposals for the *Honours Board* by the next Board Meeting.

#### **TBM 186/15 Swans Trust Website Stats.**

**DT** had submitted a report of the *Website* and *Social Media* stats for February 2016 which were down in comparison to previous months. The stats indicate that the top 5 pages were: "*History of Swansea City*" - 66.01%, "*Home Page*" - 8.47%, "*Trust AGM & Board Minutes*" - 5.97%, "*Trust facts and history*" - 2.46%, "*Where do we go from here - Part 2*" - 2.35%.

The most popular pages reflect the importance and benefits of gaining back links to the Trust website from "high authority" sites, such as the BBC. An excellent example of this is the BBC Premier League article published on the 4<sup>th</sup> February which linked to the Trust history page on our website. This is why the "History of Swansea City" page on the Trust website is the most popular for February, with over half of the user sessions for the month coming from the BBC alone.

Another interesting stat for the month was the news of *Steve Hamer* becoming *Chairman of Bristol Rovers* which prompted over 900 visits to our website from *Google*.

*Social Media* presence figures – 5,213 members in our *Facebook group*, 1,301 Likes on the *Facebook Page*, with 5,428 *Twitter followers*.

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

The Finance sub-group continue to review the *Club Management Accounts* for the previous month and provided assurance to the *Trust Board* that they were comfortable with the information provided.

#### **TBM 189/15 Fans Forums.**

The last *Fans Forum* for this season, the *London Fans Forum* will take place on or around the 6<sup>th</sup>/7<sup>th</sup> *May* with the away fixture against *West Ham United* that weekend. It is hoped that former players will be available to attend along with the *Club Chairman*

#### **TBM 190/15 Premier League Trusts & Supporters Direct Meetings.**

Date of the next meeting was set for Thursday, 21<sup>st</sup> April with a venue to be decided.

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

It had been agreed to merge the *Strategy Sub-Group* who were preparing a *Mission Statement* with the work being carried out on the *Roles of Officers* and *Code of Conduct* for *Trust Board Members*. In addition the future role of the *Supporter Director* was at an advanced stage.

#### **TBM 193/15 Supporters Direct**

**AL** represented the Trust at a *Supporters Direct Europe* organised event at *Galway United* on the 1<sup>st</sup> *March*. **AL** introduced our PowerPoint presentation of the story of our *Trust* and involvement with the Club from our inception in August 2001. Presentations were also made by *Supporters Direct Europe* and *FC United of Manchester*.

We have also been invited by *Supporters Direct* to attend an inaugural meeting in *Cardiff* of *Cardiff Blues* who are looking to form a *Supporters Trust* on the 30<sup>th</sup> *March*.

#### **A.O.B.**

Supporters Direct – Board Member Development Day, Cardiff City Stadium, Sunday, 17<sup>th</sup> April from 10.30am-4.30pm. Topics:

- \* Engaging with Stakeholders
- \* Strategic Planning
- \* Club Shareholding
- \* Community Benefit Society regulations & Model Rules for Supporters Trusts.

There being no further business the meeting closed at 7.20pm.

Next Board Meeting Monday 4<sup>th</sup> April, 2016 at 5.30pm. Venue to be confirmed.