

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 4th April 2016 at the Landore Academy, Swansea commencing at 5.30pm.

Present:

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

Apologies:

Viv Williams, Ian James, Ron Knuszka, Dai Little.

The Minutes of the meeting held on the 7th March, 2016 were approved.

Chairman Phil Sumbler updated the *Board* of discussions that have taken place by the *Ownership Sub-Group*, the most recent being a *Conference Call* meeting earlier this afternoon. It was agreed that we would produce 'A Where Do We Go From Here - Part 3' onto our website in the next 24 hours.

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 Community Trust Board Meeting on the 10th March.*
- *Attended the opening of the Landore Academy Classroom extension on the 18th March.*
- *North Shore United touring group arrived, 18th-22nd March.*
- *As Club Supporter Liaison Officer attended the Premier League Experience at the Cabinet War Rooms in London on the 23rd/24th March. Full report on SLO activities presented to the Club Board.*
- *Sales of Season Tickets for 2016/17 slightly higher than in previous Premier League seasons.*
- *Future commitments include attending Safety Advisory Group meetings (SAG), Community Trust, Disabled Supporters Association and Swansea Schools FA events.*

Treasurers Report:

SMac reported very little change from our last Board Meeting on the 7th March. There was one outstanding payment due for the advert on our website for *Strachan Sports Travel*.

TBM 127/08 Disability Issues:

CD reported that a *DSA Social Event* had been arranged at the *Liberty Stadium* on the 3rd May.

TBM 172/14 Membership & Media

AL will be e-mailing an *April Newsletter* and as always would appreciate news items. **AL** and **JW** have completed the Membership Survey, it will be e-mailed to Paid Members on or around the 8th April. Current *Standard Membership* is 1,280.

TBM 178/15 Annual Award Dinner 2016.

WM confirmed that the *Annual Awards Dinner* will be held on Wednesday, 11th May in the *Sinclair Suite* at the *Liberty Stadium* from 6.30pm..

TBM 179/15 International Honours Board.

The format of the *International Honours Board* was discussed. No final decision has been taken .

TBM 186/15 Swans Trust Website Stats.

DT had submitted a report of the *Website* and *Social Media* stats for March 2016. Overall the website visitor stats are following the usual downward trend for this time of the season, as per previous years. The stats indicate the top 5 most visited for the month were: *Swansea City Official Player of the Year Awards Dinner* - 21.06%, *Homepage* - 17.64%, *North Shore United visit Swansea* - 16.19%, *History of Swansea City* - 12.61% and *Trust Minutes* - 8.53%.

The visit of *North Shore United* to Swansea during the latter part of *March* and the publication about the visit, saw a 19% increase in visitors to the *Trust* website from the *USA* (albeit only 288 sessions). Percentage breakdown of these figures were: *Wisconsin* (38%), *Illinois* (11%), *Texas/California/Florida* (5% each and the remaining 36% made up from *New York, Georgia, Columbia State, Oregon and Oklahoma*.

Random fact of the month – regular searches were made on the *Trust* website search facility for the various *Swansea City Football Club Board Members*, namely *Brian Katzen* (96), *Leigh Dineen* (58), *Huw Cooze* (25), *Martin Morgan* (33), *Gwilym Joseph* (14), AND *Steve Penny* (3).

Social Media presence figures – 5,316 members in our *Facebook group*, 1,324 Likes on the *Facebook Page*, with 5,485 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* continues 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 the 6th May at the *London Welsh Centre* from 7.30pm. Attendees to be confirmed.

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

Date of the next meeting was set for Thursday, 21st April with a venue to be decided. We are unable to attend the meeting.

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

WM had submitted a report from the *Governance Sub-Group* on recommendation for the *Roles Of Officers* and *Code of Conduct for Trust Board Members*. This report had previously been submitted at the last Board Meeting for Members to comment upon. There were a number of BM's who had an input, it was agreed that this report with the recommendations of BM's be re-presented at the May Board Meeting. It is hoped that the *Sub-Group* recommendations with alterations can finally be accepted by the *Trust Board* as discussions had been ongoing since last November.

TBM 193/15 Supporters Direct

WM and **NH** represented the Trust at a *Supporters Direct* supported event of *Cardiff Blues Trust* at their *inaugural event* on the 30th March. **WM** made the PowerPoint presentation.

A.O.B.

Conference Invite.

The *Trust* have been invited to attend *Gwlad Gwlad Sport & Identity Conference* to be held at the *Taliesin Arts Centre, Swansea University* on the 14th April. It was agreed that **PS** and **AL** will represent the *Trust* as *Speakers* at the event, *Speakers* will include *Chris Coleman, Keith Wood*

(former Irish Rugby International), and representatives from Barcelona FC, Munster Rugby, Swansea City FC, Danish Super League, GAA Highland Games, Varsity Sports, FAW, Popolous, Fanalyse, Visit Wales, Scottish Ladies Soccer and Swansea City Supporters Trust.

Hearts Trust

PS had agreed a follow up meeting with the *Hearts Trust* when in Glasgow on the 27th April

Steelworkers Support Banner.

PS proposed that *Trust Board Members* donate £10 each towards the cost of a Banner which will be displayed at the home fixture against *Chelsea* on the 9th April.

Swans Community Trust Award Ceremony

HC on behalf of the Trust had received an invitation(s) to attend the *Award Ceremony* at the *Liberty Stadium* on the 27th April.

There being no further business the Meeting closed at 8.15pm

Next Board Meeting Monday 9th May, 2016 at 5.30pm. Venue to be confirmed.