

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 5th September 2016 at Landore Academy, Swansea commencing at 5.00pm.

Present

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

Apologies

Viv Brooks, Dai Little.

Acting Chair Jim White welcomed our new Co-opted Board Member, Huw Bowen to his first meeting.

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

Chairman Phil Sumbler on behalf of the sub-group provided an update on the Conference Call of the 9th August, and matters concerning the Shareholding and Trust position continue to be subject to discussion, but, expected to reach a conclusion before too much longer.

Supporter Director Report

HC in his report that he had attended a number of meetings mostly internal, but some external.

- *Attended the first Board Meeting under the new ownership structure and all aspects of the Club were discussed in detail.*
- *Attended the British Science Festival event in Swansea which included Fan involvement in football clubs.*
- *In contact with John Darch of Safe Standing who had held an open day at Celtic Park, received feedback from the event.*
- *Extensive meetings, e-mails and telephone conversations with Trust sub-group regarding our shareholding, also met with Steve Kaplan, Jason Levien and Sam Porter.*
- *Attended the Community Trust Trustees AGM and Quarterly Meeting.*

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. Contact had been regarding one outstanding payment due for the advert on our website for *Strachan Sports Travel*.

TBM 127/08 Disability Issues

No report submitted.

TBM 172/14 Membership & Media

AL reported that Standard Membership numbers recorded to date were 578 mostly online, there are 225 forms received which have not been recorded onto our database. Of the 578 members, 169 were not members in 2015/16 with 137 not having been members for the past two years. 181 of the recorded number are Seniors with the majority of the unrecorded also Senior members. Given the

late despatch of the member mailing this year and the absence of home fixtures it is too early to predict a final membership total.

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 August 2016. The stats indicate the top 5 most visited PAGES for the month were: *Trust Homepage*, 23.25%, *Join The Trust* 20.96%, *Trust Membership now open for 2016/17 Season*, 9.22%, *Trust Board and AGM Minutes* 6.47%, *Trust Board 2016 Election Results* 5.05%.

Interestingly there has been a 91% increase in the number of online Trust memberships this August (388) when compared to August 2015 (203). This is a significant increase in online membership, especially when you consider that only 555 online memberships were sold in the entire 2015/16 membership year – which accounted for just 45% of our membership base of 1,211.

Random fact of the month – the Demographic for visitors to the website is changing with the leading age range of 45-54 shrinking from 26% to 23%. Consequently there has been an increase in the 33-45 range of 3% to 22% and 18-24 to 9%.

Social Media presence figures – 5,822 members in our *Facebook group*, 1,511 Likes on the *Facebook Page*, with 5,960 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* are awaiting receipt of the Club Management accounts for the year end which are expected to show a loss for the financial year with player trading likely to be the major factor. Although that will hopefully be mitigated by gains made in transfer dealings during August 2016.

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 be presented at the next Board Meeting.

TBM193/16 Trust Member Survey

JW to undertake a member survey questionnaire.

AOB

SmcD suggested that we revisit the Former Players Association concept. **NH** to liaise with **SMCD** to discuss further.

HB proposed that we consider enquiring about a Blue Plaque at the Vetch Field site. **HB** to check with the Council.

There being no further business the Meeting closed at 7.50pm

Next Board Meeting Monday 3rd October, 2016 at 5.30pm. Venue to be confirmed.