

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 9<sup>th</sup> January 2017 at Fairwood Training Centre, Swansea commencing at 5.00pm.**

### **Present:**

Phil Sumbler, Will Morris, Stuart McDonald, Alan Lewis, Cath Dyer, Barbara Cook, Viv Brooks, Viv Williams, Ron Knuszka, Duncan Thomas, Matthew Griffiths, Chris Davies, Roger Goodwin, Ian James, Nigel Hamer (Secretary).

### **Apologies:**

Andrew Godden, Dai Little.

*Chairman Phil Sumbler* introduced new Members, *Matthew Griffiths, Chris Davies* and *Roger Goodwin* to the Board. The new members are replacements to bring the Board up to its required numbers.

*Club Chairman Huw Jenkins* addressed and updated the Board prior to the meeting. We were also introduced to our new *Head Coach, Paul Clement* who spoke to the Board about his vision and ideas for the Football Club playing side.

The Minutes of the meeting held on the 5<sup>th</sup> December, 2016 were approved, subject to a change.

### **Chairman Report**

**PS** in his report briefly referred to the following:

- *Swansea City Football 2002 Limited – Board agreed that we should write to the Owners to gain us a Director on the Board of this Company.*
- *Arrange for Jason Levien to meet the Trust Board.*
- *Meet the Manager Fans Forum – try to arrange for mid/late February.*
- *Chris Pearlman – what is his role at the Club – a high level of authority, he is starting to listen to us Invite him to the next Trust Board meeting on the 6<sup>th</sup> February.*
- *Queens Counsel – obtaining a second opinion – Trust Board agreed to obtain a second opinion. Agree estimated cost up to £5,000 going forward. Our Legal Affiliate, Dai Little to follow through and update us by the next meeting. Also agreed that we should set a time limit that we require a definitive opinion from the QC. If a strong case in our favour agreed that it has to be discussed by our Membership and voted upon by them.*
- *Discussions are ongoing with Swansea City Council regarding the Management responsibilities for the Liberty Stadium.*

### **Supporter Director Report:**

**SMcD** along with **PS, WM** on the 12<sup>th</sup> December met with *Steve Kaplan* and *Jason Levien* at the *Hilton Hotel, Paddington* at our request. The gist of the meeting that we are continuing to develop our relationship with our *American* owners, and they seem genuine in their desire to now engage with us on a far more open and collaborative basis.

- On the 14<sup>th</sup> December, attended my first *Club Board* meeting as *Supporter Director*, it being held at the *West Bromwich Football Club Academy Complex* prior to our away *Premier*

League fixture. It was a very professional and cordial meeting, again a full report has been submitted to the *Trust Board*. Significant presentations were given on commercial revenues, management of the *Liberty Stadium*, better fan experience, social media developments, and the completion of the next phase of the *Fairwood Training Centre* development.

- Undertaken several media interviews on the topic of *Bob Bradley's* sacking as *Manager* – *BBC Wales, Swansea Sound, Evening Post, Newsweek (USA)*.
- *Have been involved with PS and WM* in the process of selecting our new *Manager Paul Clement*. We were happy with the criteria applied and the rationale followed in the appointment.

### **Treasurers Report**

**SMcD** reported a decrease in our overall balances during the month of December of £1367. *Current Bank* and *Building Society* balances amount to £871,217. Payment during the month of Legal Fees for £6600 was offset by incoming membership subscriptions. Two significant payments due during January will be a further £1440 for Legal Fees and Accountancy Fees of £900 for our Annual Accounts.

We have incurred Fees of £23,400 inclusive of VAT in our Legal deliberations with the new Owners and former Shareholders.

**SMcD** asked for consideration to be given to our stocks of Trust Books etc., and storage of same. We have had to move the Stock temporarily. A quote has been received for the rental of a *Storage Unit* of £75 per month for an 8ft.x6ft. unit. Alternative rates will be sought before the next meeting. As a possible alternative storage facilities at the *Stadium* will be looked into. We need to consider a package price for the 3 books which have been produced by the *Trust* at the *Club Shops, Trust Website*.

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

**IJ** had worked with *Lucy Norman (Club Service & Equality Manager)* on the *Stadium Access Audit*. A new *Disability Officer* has been appointed by the Club, will be arranging a meeting with him to chat through the role and to ensure that close ties will be maintained with the *Disabled Supporters Association*. As a new initiative would be carried out at the *Southampton* home fixture on the 31<sup>st</sup> January, with a *Disabled Supporter* being filmed at the *Stadium* providing an insight into the matchday experience for *Disabled Supporters*.

**PS** placed on record our appreciation of *Ian James* period as the *Club Disability Liaison Officer*, also thanks to *Cath Dyer* for her continued involvement with the *Disabled Supporters Association*.

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

**AL** reported that Standard Membership numbers recorded to date were 1780. There are 594 Senior Members, 41 Juniors, with 1145 Adult Members.

### **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* and *Social Media* stats for December 2016. The stats indicate the top 5 most visited for the month were:

*Trust Board Statement on Manager and Club Ownership - 40.52%, Home Page - 24.05%, Trust Board Announcement - 11.52%, Trust Board and AGM Minutes - 3.59%, Discussions with Senior Management of Football Club - 1.95%.*

Random fact of the month – During the past 3 months (1<sup>st</sup> October-31<sup>st</sup> December 2016) the most popular time for people visiting the Trust Website was between 7pm and 9pm. The most popular day of the week was Tuesday.

*Social Media* presence figures – 6,204 members in our *Facebook group*, 1,805 Likes on the *Facebook Page*, with 6,500 *Twitter followers*.

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

The *Finance Sub-group* have completed their review of the *Management Accounts* for *August, September and October* and are able to report to the *Trust Board* that they were comfortable with the financial information provided.

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

No further information regarding a *Fans Forum*.

### **TBM 194/16 Former Players Association**

No further meetings have taken place since the last *Board* meeting.

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

**AG** to look at contract phones. No report available.

**VW** enquired whether we would continue producing our *Newsletter*. Agreed we would need to check on the editing of the next *August Newsletter* as *Visions Creative* had previously undertaken this process.

**VW** enquired whether last year's recipients of *Annual Awards Dinner* awards were placed in the *Riverside Lounge*. **VB** to check and report back.

**CD** had received a call from *EFRG* regarding the *Annual Awards Dinner*. *Trust* preference for the next *Awards Dinner* would be the *Brangwyn Hall* based on it being in one room and not as at the *Stadium* split into two sections. **WM** to liaise with *JR Events*.

**AG** requested that additional moderators be appointed to monitor the *Facebook Group*.

**SMcD** to look at suitable *Insurance* cover for *Directors* and *Officers* of the *Board*.

**RG** outlined his vision of trying to increase the knowledge of the *Supporters Trust* through *Schools* and *Colleges* in the 14-16 and 16-19 age groups. **RG** to produce a report by e-mail to *Board Members*. It was agreed in principle to move forward with the proposal as there is a *March 2017* deadline.

There being no further business the Meeting closed at 9.10pm

Next Board Meeting Monday 6<sup>th</sup> February, 2017 at 5.30pm at the Liberty Stadium.