

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 6th March 2017 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

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

Apologies:

Phil Sumbler, Ian James, Viv Williams, Dai Little.

The Minutes of the meeting held on the 6th February, 2017 were approved.

In the absence of the *Chairman Phil Sumbler*, *Vice Chairman Will Morris* chaired the Meeting.

Supporter Director Report:

SMcD reported a continuation of the routine of regular weekly meetings with Chris Pearlman and the various Departmental heads at the Club.

Kept up to speed with the ongoing negotiations with the City & County of Swansea Council and the Ospreys regarding the Management and control of the Liberty Stadium which will inevitably be a protracted process, with the 'Travel Plan' very much seen as a priority issue which has huge implications for the ongoing operation of the Stadium.

We hosted a very successful Fans Forum at the Liberty Stadium with Head Coach Paul Clement and his Management team. We are currently finalising details of a Forum for Members at the Liberty Stadium with our new American owners, which is likely to be early April.

Confirmation has now been received of my appointment to the Board of the Holding Company, Swansea City Football 2002 Limited, also the acknowledgement of an Observer, Vice Chairman Will Morris who will attend Club Board meetings.

Undertaken media interviews with BBC Radio Wales and Wales Online during the month.

The Premier League are insisting on adjustments to improve the lighting for televised matches, there is concern that this could impact on spectator viewing.

Treasurers Report:

SMcD reported that our Bank and Building Society balances amount to £869,128 a decrease in our overall balances during the month of January of £963, as our Accountancy Fees of £900 had been paid.

A discussion took place about future requests received from *Charity organisations*. It was agreed that we would generate funds from raffles etc., and discharge funds to a charity/charities of the Board's choice.

TBM 127/08 Disability Issues:

IJ introduced the recently appointed *Disability Liaison Officer Andrew Williams* to the gathered members at the DSA meeting.

We had exposure on *French TV* via *SFR Sport* who have broadcast a feature on *Swansea City FC* and disability matters.

CD reported on a very successful *DSA Social Event* at the *Stadium* on the 21st February with over 100 DSA Members attended. Q&A Panellists were *Lee Trundle, Angel Rangel* and *Tom Carroll* who were superb answering numerous questions and more than happy to pose for photos and chat with the Members. The raffle raised £200. Thanks to *Chief Operating Officer Chris Pearlman* on behalf of the *Club* for providing refreshments on the evening. The *DSA* were fully supported by the *Ticket Office Staff, Trust Board Members, Supporter Director Stuart McDonald* and *Community Service & Equality Manager Lucy Norman*.

It is hoped that this event will create a benchmark in terms of exposure and co-operation between the DSA, the Club and SSMC. We had media exposure from the Evening Post, Bay TV and Social Media outlets.

TBM 172/14 Membership & Media

AL will look at the possibility of producing a Trust Information Leaflet (incorporating a membership form) similar to one we used 4/5 years ago. We have 1806 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, Social Media* and *Google AdSense* stats for February 2017. The stats indicate the top 5 most visited for the month were:

February Fans Forum at the Stadium - 22.49%, Trust Homepage - 17.98%, Building Bridges - 15.01%, Sad News - 14.5%, Trust Board and AGM Minutes - 6.85%.

The announcement of the Fans Forum and other website updates saw an increase in visitors to the site, which was 41.75% higher than January 2017.

Random Fact of the Month – the average number of Visitors to the Trust Website each month is 4,441 (*based on figures of the last 29 months*) or put another way, 21% of the Liberty Stadium capacity uses our Website each month.

Social Media presence figures – 6,240 members in our *Facebook group*, 1,860 Likes on the *Facebook Page*, with 6,698 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* had been made aware that as per *Premier League* rules a six month audit is currently underway which will allow for *Management Accounts* for January.

TBM 189/15 Fans Forums

The *Fans Forum* held at the Liberty Stadium on the 22nd February was attended by 200+ Supporters. PS Chaired the event which was attended by *Head Coach Paul Clement, Assistant Coaches, Nigel*

Gibbs, Claude Makelele, Head of Physical Performance Karl Halabi, Players Leon Britton and Jack Cork.

An additional Forum involving the *American Owners* is pencilled in for the 4th/5th April.

TBM 194/16 Former Players Association

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

TBM 195/16 Replacement Mobile Phone:

AG provided **WM** with information of contract phones. **WM** to look further into the purchase of a replacement mobile phone.

TBM 196/17 August Newsletter:

VW on his return from holiday would need to check on the editing of the next *August Newsletter* as *Visions Creative* had previously undertaken this process.

TBM 197/17 Riverside Lounge:

VB reported that there were no updated photos relating to the *Annual Awards Dinner* for 2016 on the Board in the *Riverside Lounge*. **VW** to arrange updating.

TBM 198/17 Insurance Cover:

SMcD had been asked for additional information by Brokers providing quotes of suitable *Insurance* cover for *Directors* and *Officers* of the *Board*.

TBM 199/17 Schools Initiative:

RG reported that progress had been made in readiness for forwarding the information before the deadline of the 13th April 2017.

TBM 200/18 National Football Museum:

SMcD had been in contact with the Museum and offered our Vetch Field Box Set, Awaiting their acceptance of our offer.

TBM 201/18 National Sports Museum Online:

It was agreed that **AL** will take control of this project which included setting up of a page, of which we will be the 'owner' and contact point on its Website which will effectively be a link to the *Swans100 Project* website originally set up to celebrate the *Club Centenary* in 2012 - along with Swansea University.

TBM 202/18 Birkbeck Sports Business Centre:

A Seminar as part of the *Birkbeck Sport Business Centre Public Seminar Series* took place at *Birkbeck College* on the 27th February. The presentation of *From Graveyard to Ambition* was given by *Trust Chairman Phil Sumbler*, also in attendance was *Trust Legal Affiliate Dai Little*.

As a result of the Seminar, *The Sports Institute of Barcelona* requested if they could reproduce the seminar presentation to members of their *Community Enterprise*.

TBM203/18 Community Trust:

An invitation has been extended to the *Trust Board* to attend the *Community Trust Annual Awards* evening on the 6th April from 5pm-8pm at the *Liberty Stadium*.

TBM204/18 Jack Army Norway:

An e-mail had been received from *Eirik Reksten* head of *Jack Army Norway a Norwegian Supporters Club* for *Swansea City Football Club* enquiring if their organisation could have a membership in the Trust.

It was agreed that as it is a membership enquiry **AL** would deal with this.

A.O.B.

The item *Any Other Business* had previously been discussed when it was determined that any *AOB* Items be forwarded to the *Secretary* up to midday prior to the *Board Meeting*. This would enable *Board Members* to have advanced notice of any items prior to discussion at the *Meeting* this saving time on the night. There were *Board Members* who felt that there are sometimes topics which could arise after the 'deadline'. It was agreed by the *BM's* in attendance that *AOB* items could be brought up at the Meeting.

There being no further business the Meeting closed at 7.45pm.

Next Board Meeting Monday 3rd April, 2017 at 5.30pm at the Liberty Stadium.