

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 3rd July 2017 at the Liberty Stadium, Swansea commencing at 5.35pm.

Present:

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

Apologies:

Matt Griffiths, Chris Davies, Dai Little.

The Minutes of the meeting held on the 15th June, 2017 were approved with three amendments.

Chairmans Report:

PS presented to the Board the document that the Sub-Group had been discussing which will be sent out to all Members along with a Ballot form under the banner of Member's Consultation where there would be three Options. It was agreed that we would seek an Independent Scrutineer to undertake the counting of the returned ballot forms. **NH, AL** and **DT** arranged to meet *Mr. Huw Evans* on Tuesday 10th July to discuss his availability to act as our *Independent Scrutineer*.

The intention would be to complete the formation of the document by the 14th July, send to the Direct Mailing business, hit the doormats by the 19th July, read by the 21st July with a Consultation Forum to be held at the Liberty Stadium on the 27th July. Ballot papers to be returned to a P.O. Box Number by the 7th August. The above dates totally dependent on the availability of the Independent Scrutineer. (*Secretary's note: Date for return of Ballot papers subsequently agreed as 15 August.*)

Supporter Director Report:

SMcD reported that *Shirt Sponsorship deals are now in place with confirmation that Betting firm, Le Tou as front of shirt sponsors with shirt sleeve sponsors Barracuda Networks, an IT Security business. The 2017/18 Season will be the first season in which Premier League teams will carry shirt sleeve sponsorship.*

The Supporters Trust have for the first time, sponsored individual awards at all three of the Club's Annual Awards dinners, the senior Squad, the Academy and the Ladies.

The Club launched it's new Website in late June, initial reaction seems very positive.

A significant sum is being spent on the refurbishment of three pitches at Fairwood over the summer months, the grass pitches at the Landore Academy are also being relaid.

Mark Davies has commenced his role as Global Head of Partnerships, Mark has over ten years experience in Management posts at football clubs, specialising in commercial development and sponsorship.

I continue to have weekly meetings with the Chief Operating Officer, Chris Pearlman, Finance Manager, Gareth Davies and the Media Department.

BBC Radio Wales, Rob Phillips had requested to meet with the Trust Board to give an overview of Radio broadcasting in particular about Swansea City. It was generally agreed that it could be a good idea to invite a Guest speaker periodically to give a talk at Trust Board meetings.

Treasurers Report:

S McD reported that the Bank and Building Society balances were virtually unchanged from the previous month at £852k, with only minor movements in and out.

TBM 127/08 Disability Issues:

CD reported that the *Disable Supporters Association (DSA)* would be holding their *AGM* on Tuesday 11th July at the *Liberty Stadium*. *Kevin Johns* has agreed to become the *Lifetime President* of the *Disabled Supporters Association (DSA)*.

TBM 172/14 Membership & Media

AL had e-mailed his report, membership is 1848.

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 June 2017. The stats indicate the top 5 most visited for the month were:

Supporters Trust Members Consultation 23.84%, Supporters Trust Members Consultation Forum Address 17.42%, Homepage 14.75%, Trust Board Minutes 7.57%, Trust Board Elections 2017 4.42%.

Random Fact of the Month – the age demographic of visitors to our website for June are as follows – 18-24 = 6.58%, 25-34= 17.02%, 35-33= 16.95%, 45-54= 21.93%, 55-64=22.32%, and 65+=15.19% of Visitors to the site were made.

Social Media presence figures – 6,219 members in our *Facebook group*, 2,076 Likes on the *Facebook Page*, with 6,827 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* continues to review the Football Club Management Accounts and were able to provide assurance to the Trust Board that they are comfortable with the information provided.

TBM 189/15 Fans Forums.

It was agreed that we would hold a *Fans Forum* in *Haverfordwest* at a date to be agreed.

TBM 194/16 Former Players Association.

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

TBM 196/17 August Newsletter:

This item held over to the next meeting.

TBM 197/17 Riverside Lounge:

VW requires a photo of the Lifetime Achievement Award recipient for 2017, Richard Lillicrap.

TBM 199/17 Schools Initiative:

RG reported that we will re-submit at the beginning of August.

TBM 206/17 Supporters Direct AGM:

DL represented the Trust at the *FSF* and *Supporters Direct AGM* at *St. Georges Park* on the weekend of 1st/2nd July. Minutes of the AGM can be read on the *Supporters Direct* website

TBM 208/17 Annual Awards Dinner

WM, CDy, NH attended the washup meeting of the *Awards Dinner committee*. There were some adverse comments, the usual annual comments about the room layout, but, otherwise it had been a successful evening overall. The *Committee* in discussion with *Compass Catering* did mention that quotes would be received from the *Brangwyn Hall* for next year.

AO.B.

Election process:

NH and AL will be controlling the *Election Ballot* process this year, subject to their being a requirement. The dates are as follows. *Nominations* to be returned to the Secretary by the 5th July. *Apex Direct Mail* will be engaged to send out the voting forms on or before the 11th July. Voting forms to be returned to the Secretary by the 28th July.

There being no further business the Meeting closed at 7.35pm.

Next Board Meeting Thursday, 10th August, 2017 at 5.30pm at the Liberty Stadium.