

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 4<sup>th</sup> September 2017 at the Liberty Stadium, Swansea commencing at 5.35pm.**

### **Present:**

Will Morris, Stuart McDonald, Viv Brooks, Cath Dyer, Duncan Thomas, Viv Williams, Ian James, Ron Knuszka, Roger Goodwin, Andy Godden, Matthew Griffiths, Dave Dalton, Sian Davies, Nigel Hamer (Secretary).

### **Apologies:**

Phil Sumbler, Alan Lewis, Dai Little.

The Minutes of the meeting held on the 10<sup>th</sup> August, 2017 were approved.

*Will Morris* as Chair for the meeting welcomed elected Board Member, *Sian Davies*, welcomed back *Roger Goodwin* and *Matthew Griffiths* as co-opted members who had previously served as full Board Members and newly co-opted members *Dave Dalton* and *Ian James*.

### **Chairmans Report:**

**PS** in a written report presented to the Board, he had contacted *Jason Levien* for the paperwork in relation to the share sale, he in turn was going to contact *Sheridan's Solicitors* for *Steve Kaplan* and *Jason Levien* and other Shareholders, making the point that that it was in all of our interests to complete quickly and he agreed In *Will Morris's* absence it was hoped that I will be allowed to attend the Club Board meeting on the 10<sup>th</sup> September where it will be our intention to have further discussions with both *Steve Kaplan* and *Jason Levien*.

Although the result of the recent *Consultation* sent out to members has been posted onto our website, **PS**, suggested that it be recorded in our monthly *Board Minutes*.

The *Independent Scrutineer* has advised that the total number of votes cast was as follows:  
*Question One: Are you in favour of accepting the offer for a part sale of shares – Option One.*  
Yes – 684, No – 231, Void – 12.

*Percentage of Yes Votes (684). Based on Valid Vote (915) – 74.75%.*

*Percentage of No Votes (231). Based on Valid Vote (915) – 25.24%.*

*Percentage Turnout. Based on Votes Cast (927). Eligible Members – 1814) 51.10%.*

*As the majority (74.75%) voted Yes to Question One, the remaining Options automatically fail.*

**PS** thanked all those who took part in the vote and will now take the matter forward with the Club's majority Shareholders.

### **Supporter Director Report:**

**SMcD** reported that the Club have confirmed that a Club shop will open in Union Street, Swansea which will give them a long awaited retail presence in the City Centre, which will also act as a Ticket Sales outlet. It is hoped that the shop refurbishment and fitting out will be completed for an early opening in October. **SMcD** reported that he has been fully briefed on this development from the outset.

*I have been in discussions with Club Management in arranging two Fans Forums which will be held before Christmas, one in West Wales and the London Fans Forum, this Forum appears to be booked in for October.*

*The issue of a Memorial Garden has again been discussed with the Club, it having been brought up by the Trust some years ago. It is hoped that once the Club have moved forward with the control of the Stadium, then consideration can be given to the practicalities and possible location of such an area.*

*There have been some card scanning issues at the early fixtures, Ticketmaster staff were in attendance at the Manchester United fixture to see the problems for themselves. They have assured the Club that the issues have now been resolved and that there should be no further recurrence of the problems.*

*A full football Club Board Meeting will be held on Sunday 10<sup>th</sup> September prior to the Newcastle United fixture.*

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

#### **Treasurers Report:**

**SMcD** reported that our Bank and Building Society balances amount to £833,000 with payments made during the month of legal fees, and Ballot and Consultation costs.

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

**CD** had received concerns from *Disabled Supporters* relating to Car Parking charges at the Stadium, discussions are ongoing with the Club and SSMC. Plans for the *Disable Supporters Association social event* where *Disabled Members* are welcomed to a Q&A session and meet some players are progressing and the event will be held on *Tuesday 12<sup>th</sup> September* from 6.00pm. To date we will have *Lee Trundle, Kevin Johns* and *Cyril the Swan* attending confirmed as guests, we are awaiting player names who will hopefully attend.

The new *DSA* website can be accessed via [www.swansdsa.org.uk](http://www.swansdsa.org.uk) is proving very popular, with the *DSA Facebook* page receiving new *Likes* daily. Members can contact us through the page and we endeavour to reply to everyone within 24 hours, we also have a *Twitter* account.

Any *Disability* issues we receive are forwarded onto *Andrew Williams*, the *Club Disability Liaison Officer* who also attends our *DSA* meetings, and *Lucy Norman*, *Customer Service and Equality Manager*. *Ticket Office* staff are very supportive, also come along to our *Meetings* and attending all of our *Social* events. We are proud that we are able to communicate with our *Disabled Fans* of all ages, through the medium of *Welsh, English Sign Language* and *Communication in print, Widgit (Words and Pictures.)*

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

**AL** had e-mailed his report. With our annual membership mailing going out a little later this year following the Consultation exercise, it's still too early to judge the level of Renewals. Renewals currently coming in through the mail are yet to be included and online renewals are continuing daily. It will be mid-*September* before we get a fuller picture. Reminders will then be issued later in the month. Early renewals on line, at the trust Pod and via Standing Order sees current membership for 2017/18 standing at 493.

### **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 August 2017. The stats indicate the top 5 most visited for the month were:

*Homepage 27.08%, Join the Trust 18.95%, Trust Member Consultation Vote Result 11.09%, History of Swansea City FC 4.37%, Swansea City Supporters Trust Board Elections 2017 Results 3.42%.*

*Social Media* presence figures – 9,992 members in our *Facebook group*, 2,181 Likes on the *Facebook Page*, with 6,933 *Twitter followers*.

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

The *Finance Sub-group* reported that *Auditors* are at the *Club* auditing the accounts for the year end 31<sup>st</sup> July 2017.

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

A full discussion took place regarding the next *Fans Forum* and it's venue. Before making any decision it was necessary to check the availability of *Football Club* staff and a suitable date. It was agreed that we would hold the Forum in conjunction with the *Disabled Supporters Association*. **AG** confirmed that a *London Fans Forum* has been pencilled in for *Friday, 27<sup>th</sup> October* on the eve of the fixture against *Arsenal*.

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

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

### **TBM 195/16 Replacement Mobile Phone**

CD is looking at a replacement handset as the official Trust mobile phone.

### **TBM 197/17 Riverside Lounge**

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

### **TBM 199/17 Schools Initiative**

SD reported that a new Document has been submitted, that we should have something back in a few weeks, there is a Board meeting in November. We are hopeful of approval as it will benefit the Community, we will target certain schools in the area if the scheme is approved. It will be Key Stage 4 of the Welsh Baccalaureate

### **TBM 207/17 Blue Plaque**

AL had reported no further progress.

### **TBM 208/17 Annual Awards Dinner**

NH reported that there were a few outstanding issues with the *Caterers* at the *Annual Awards Dinner* before a final financial report is received.

### **AO.B.**

### **Sponsorships Season 2017/18**

SMcD proposed that we continue our sponsorship for the season 2017/18 of the *Swansea Junior League* and *Swansea Schools Football Association*. Unanimously agreed.

### **Sub-Groups**

**AG** proposed that we look at the setting up of sub-groups:

- *Share Sale Investment* – how do we invest our funds, should we engage Financial Advisers. Etc.;
- *Swans Trust Governance* – to review possible omissions from the previous review.
- *Communication & Marketing*;
- *Football Club and the lease of the Liberty Stadium*;
- *Corporate Governance of the Football Club*;
- *Membership*;

Board Members were asked to submit their names to join these sub-groups. A short discussion on whether we should consider introducing volunteers with specific talents.

### **Football Club Website**

Reference was made to the *Club* website having limited reference to the *Welsh* language, however, *LeTou* the Club shirt sponsors as part of their sponsorship had paid for input onto the site in *Mandarin*.

**CD** would look further into translating some of our website news etc., into *Welsh*, even discussing further with the *Media Department* at the *Club*..

### **New City Centre Shop**

Having been informed that the Club were opening a City Centre Shop outlet, **RG** thought it might be a good time to ask the *Club* if the *Trust* could have a presence in order to raise the profile of the *Trust*. It was agreed that the new *Membership* sub-group could look further into this idea.

There being no further business the Meeting closed at 8.05pm.

**Next Board Meeting Monday 2<sup>nd</sup> October, 2017 at 5.30pm at the Liberty Stadium.**