

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

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

Present:

Phil Sumbler, Will Morris, Stuart McDonald, Cath Dyer, Viv Williams, Ron Knuszka, Roger Goodwin, Andy Godden, Dave Dalton, Sian Davies, Matt Griffiths, Nigel Hamer (Secretary).

Apologies:

Alan Lewis, Viv Brooks, Dai Little.

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

Mr. Ian James had notified the Trust Board that due to setting up a new business he was no longer able to commit time to his Co-opted position on the Trust Board also his Chairmanship of the Disabled Supporters Association.

Mr. Duncan Thomas had also tendered his resignation as an Elected Board Member for business reasons, to concentrate on his business interests.

Chairmans Report:

PS introduced a lengthy discussion on the current position of the Share Sale to the American owners. After almost an hour discussions a vote was taken as to whether we continue discussions or whether we disengage discussions. It was voted 8 votes to 3 to continue discussions on the deal. After the vote it was agreed that **SMcD** and **WM** would arrange to meet with *COO, Chris Pearlman* on the 7th November.

Supporter Director Report:

SMcD reported that there was no formal report submitted to the Board Meeting due to the meeting being taken up mainly by the discussions relating to the *Share sale*.

Regarding the *Club* taking on the Lease of the *Liberty Stadium*, agreement with the *City Council* and the *Ospreys* is now very close to completion, and it will go before the full *Council* for ratification at their November meeting. The *Club* focus is still very much on expansion of the *Stadium*, and completing the lease is vital as part of the development plans for the *Club* and the *Stadium*.

The new *Club Shop* in *Union Street* is performing well, and is exceeding target figures after its first month of trading, with good customer feedback about both the operation and experience.

The Working Group set up by the Club to consider the *Travel* issues that surround the match day experience has now held its first meeting. The group comprises various parties who have an interest in the Liberty Stadium operations, including a representative from the *Trust Board*, and its first report should be available shortly..

In continuation of last month's report, the Investment in resource in the areas of *Marketing, Sponsorship, Merchandise* and *Media* continues to pay dividends, with all areas performing strongly against targets.

Treasurers Report:

No report.

TBM 127/08 Disability Issues:

CD reported that many of the *Disabled Supporters Association* Committee had attended the *Fans Forum* promoted by the *Ceredigion Jacks* in *Lampeter*.

It was also reported that *Mr. Ian James* had resigned as *Chair* of the *DSA* committee for personal, and business reasons. *Ian* had set up the *Swans DSA* in 2103 and was also the *Football Club Disability Liaison Officer*, we wish him well. *Jan Burgess* agreed to take on the role of acting *Chair*. The *Club DLO* and *DAO* as well as members of the *DSA Committee* attended the 2017 *SWDFEF Forum* which was held at *Huish Park*, the home of *Yeovil Town Football Club* on the 19th October. The event was attended by delegates from a wide range of Clubs including *Bristol Rovers, Cardiff City, Exeter City, Plymouth Argyle, Swansea City, Torquay United* and *Yeovil Town*. Other representatives attended from *Level Playing Field* and *Mark Bradley* from the *Fan Experience Company*.

As *Trust representative* on the *DSA* and *Secretary of the DSA*, I recently met with *Anne Hyde, Secretary of Arsenal DSA* and *Alun Francis, DLO* prior to the *Arsenal v. Swansea* fixture where they were able to share best practices and information, the meeting took place in a room specially provided for the *Disabled Supporters* home and away which is used for home and away fans prior to games. Discussions on Disabled parking at the Liberty Stadium remain ongoing. The *DSA* website can be accessed via www.swansdsa.org.uk

TBM 172/14 Membership & Media

AL had e-mailed his report, current membership is 1,010 members, just over 50% of the membership is Seniors, 1% is Junior. The occasional postal/online renewals are still coming in; it would appear that the bulk of the renewals from the recent mailing have now been received. A membership/communications sub-group had met and a report prepared, but, due to more pressing business matters to be discussed this will be held over until the December meeting..

TBM 186/15 Swans Trust Website Stats.

DT had submitted a report of the *Website, Social Media* and *Google AdSense* stats for October 2017. The stats indicate the top 5 most visited for the month were:

Homepage 23.51%, Trust Board and AGM Minutes 17.55%, Blue Plaque to recognise the historical Vetch Field 10.03%, Swans Trust Annual Raffle Winning Numbers 9.62%, Join the Trust 6.86%.

Social Media presence figures – 10,121 members in our *Facebook group*, 2,220 Likes on the *Facebook Page*, with 7,000 *Twitter followers*.

TBM 188/15 Football Club Financial Information

No report.

TBM 189/15 Fans Forums..

No report. Held over to the December Board Meeting.

TBM 194/16 Former Players Association.

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

TBM 197/17 Riverside Lounge.

No report

TBM 199/17 Schools Initiative.

No report.

TBM 208/17 Annual Awards Dinner

No report.

TBM 210/17 Sub-Groups.

No report.

There being no further business the Meeting closed at 8.46pm.

Next Board Meeting Monday 4th December, 2017 at 5.30pm at the Liberty Stadium. (Secretary's note: Subsequently changed to 12 December)