

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday 4th June, 2018 at the Liberty Stadium, Swansea, commencing at 5.30pm.

Present:

Alan Lewis (AL), Stuart McDonald (SMcD) (*part only*), Viv Williams (VW), Ron Knuszka (RK), Sian Davies (SD), Andrew Cude (AC), Dave Dalton (DD), Viv Brooks (VB), Roger Goodwin (RG), Andy Godden (AG), Andrew McGlashan (AMcG), Nigel Hamer (NH) (Secretary).

By Conference Call:

Lisa Clement (LC),

Apologies:

Will O'Kelly (WO'K), Cath Dyer (CD), Dai Little (DL)

The Minutes of the meeting held on the 14th May, 2018 had previously been approved.

Trust Shareholding

The Board were updated on the latest position.

Supporter Director Report:

SMcD reported that we had been kept fully informed of progress on the expected appointment of *Graham Potter* as *Manager*, together with his *Assistants* and being aware of the agreement in principle and the expected timetable leading to confirmation of the appointments.

The *Club*, via the various Department Heads, continues to work to finalise the financial budget for the season 2018/19, with the biggest factor undoubtedly the football operations, and it is inevitable that some of our leading star players will be leaving the Club. No confirmed movements yet, but, most certainly interest being shown in several of our players.

On the Commercial side it is accepted that revenues will see a significant drop from those enjoyed in the Premier League, but, there are new sponsorship deals being struck that are encouraging the *Club* to look to widen its base of Commercial partners.

The *Club* are continuing to sell *Season Tickets* as they work through the waiting list with the sale figure surprisingly healthy considering our relegation from the *Premier League*. Matchday ticket prices for 2018/19 have been set with the *Club* fully engaged with the *Trust* in the setting of the prices.

Further to the offer by *Chris Pearlman* to host a *Fans Forum* during the close season on operational issues, we are looking to now arrange it in conjunction with an introduction to our new Manager and his team, details of which will be announced once a date has been agreed with those concerned.

SMcD continues to have weekly meetings with the *Chief Operating Officer Chris Pearlman*, *Chief Financial Officer Gareth Davies* and *Head of Media and Marketing Jonathan Wilsher* to discuss all things *Swansea City FC*.

Treasurers Report:

SMcD reported that our total cash balance, in our Bank Account and Building Society Accounts, was £820,000 compared to the May balance of £822,169.

TBM 127/08 Disability Supporters Association

CD had given apologies for absence, no report submitted.

TBM 172 /14 Membership, Marketing & Communication.

AL had e-mailed his report, current membership is 1,272.

RG provided an update from the Sub-Group meeting held immediately prior to the Board meeting:

Tasks ongoing include : co-ordinating the use of Email, Website, Facebook & Twitter, revamping the Website to a two tiered model, producing a new membership leaflet and summer newsletter, organising the annual raffle, taking delivery of and distributing car window stickers and pin badges, emailing members of regional groups about joining Trust, checking what to do about questionable

statements on public Facebook group, updating the website profiles of those BMs who want their @swanstrust.co.uk contact details to feature.

Tasks/issues, agreed/accomplished: Trust Board Members match day presence in “Trustwear” operated last three matches, early contacts with members through it are encouraging.

Rhys’s article on the “Trust Structure, Roger and Sian’s on the “Schools Initiative” and Andy’s on “Where do we go from here” have all gone out, making May the busiest month for releases so far.

Agreed that members are given the “@swanstrust” email addresses of the individual BMs who have the specialised knowledge required to answer their Facebook queries.

TBM 186/15 Swans Trust Website Stats

DD summarised the *Swans Trust* website and Social media stats for May 2018. The total number of page views in May were 17,458 compared to April 2,124. This is the fourth highest number of page view since records began in *October 2014*. This can probably be attributed to an increase in visitors viewing a total of 7 released news articles to the site with more direct links and referencing from our *Facebook* and *Twitter* pages.

Top 5 pages in May were – *Statement by the Swans Trust* – 4,884 (27.98%), *Meet the Trust Board* – 2,195 (12.57%), *Where do we go from here* – *Managing the Club* – 1,701 (9.74%), *Trust Homepage* - 1,588 (9.10%), *Latest additions to the Robbie James Wall of Fame* – 1,006 (5.76%).

Social Media presence figures – 11,433 on our *Public Facebook Group*, 233 on the *Trust Members Facebook Group*, 2,427 likes on *Facebook page*, 7,473 *Twitter followers*.

TBM 188/15 Football Club Financial Information

SMcD reported that the *Finance Sub-Group* continues to review the *Football Club Management Accounts* as they become available which didn’t show any real fluctuations from previous months.

TBM 197/17 Riverside Lounge. & Wall of Fame

VW to make arrangements to undertake the supply and fitting of the 20 names for this years *Wall of Fame* recipients. The date of the unveiling to be decided when the *Fixtures* for 2018/19 are known.

TBM 199/17 Schools Initiative.

SD reported that *Dwr-Y-Felin Comprehensive School* in *Neath* has launched the *Challenge* with their *Pupils*, although completion of the *Challenge* has moved from *June* to *July*.

A meeting has been arranged with the *Assistant Head* of the *Ty Gwyn Education Centre, Aberdare* in mid *June* to discuss the incorporation of the *Challenge* into their *Welsh Baccalaureate* delivery.

TBM 209/18 Travel Group.

There was no report this month..

TBM 211/18 Governance & Policy Documents:

Being reviewed by sub-group when time permits.

A.O.B.

An e-mail had been forwarded to the *Cardiff City Supporters Trust* congratulating them on their team’s promotion to the *Premier League*. This reciprocated an email from CCST we had received on our promotion.

Election Process:

AL suggested that we need to deal with the notification of the Election process within the next two weeks. Nomination Forms to be produced along with an entry on our website of the process. There will be 7 vacancies for the 2018 Election but it was agreed that two of the vacancies would be filled for a one year term to retain the balance of board members stepping down each year. In the event of a ballot the five candidates with the highest votes would serve for the two year period and the 6th and 7th for one year.

NH to head up an Election Working Group to handle the Election process.

General Data Protection Regulations 2018 (GDPR).

DD and AL have been dealing with this topic, a *Privacy Policy* is now online.

There being no further business the Meeting closed at 8.10pm.

Next Board Meeting Thursday 5th July at the Liberty Stadium, Swansea at 5.00pm.