

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Thursday 5th July, 2018 at the Liberty Stadium, Swansea, commencing at 5.00pm.

Present:

Alan Lewis (AL), Stuart McDonald (SMcD) (*part only*), Viv Williams (VW), Sian Davies (SD), Andrew Cude (AC), Dave Dalton (DD), Viv Brooks (VB), Roger Goodwin (RG), Cath Dyer (CD), Nigel Hamer (NH) (Secretary).

By Conference Call:

Andrew McGlashan (AMcG).

Apologies:

Dai Little (DL), Andy Godden (AG), Ron Knuszka (RK), Lisa Clement (LC).

The Minutes of the meeting held on the 4th June, 2018 had previously been approved.

Trust Shareholding

The Board were updated on the latest position.

Supporter Director Report:

SMcD reported that our new Manager, *Graham Potter* and his management team are now in place. The *Trust Board* met with *Graham* and *Kyle Macauley* at *Fairwood*, and it is fair to say that we were impressed with his knowledge, freshness, honesty and commitment to the task ahead. There is also no doubt that *Graham* and *Kyle* (*Head of Recruitment*) will have a huge say in the recruitment of players ongoing.

The feedback from the *Club Board Meeting* is that there will have to be a significant cut in the *Player* cost budget for 2018/19. The likely reduction in total revenues from season 2017/18 will be £65m +, which will inevitably lead to us moving high earning players on. This is a slow process at the moment, but is expected to gather momentum once the *World Cup* is over, and once the big money clubs commence trading, which will then filter down through the Leagues.

On the *Commercial* side we will inevitably see a significant drop in revenues from those in the *Premier League*, but there are new sponsorship deals being struck albeit at reduced revenue levels. These include *BetUK.com* as front of shirt sponsor and *Swansea University* as back of shirt sponsor, with other new potential deals as the *Club* look to widen its base of commercial partners.

The *Club* have financially benefitted from the two successful concerts held at the *Liberty Stadium* this summer (*The Killers* and *Little Mix*), and have been hosting courses for *Overseas* coaches which are also bringing in welcome revenues.

I have continued discussions with the *Club* on the importance and ways to improve engagement with *Supporters*, the *Fans Forum* with *Graham Potter* and his *Management Team* being an example of this, and there should be future activity in this area.

Invited *Jonathan Wilsher*, *Head of Media & Marketing* to give a brief overview of the Live Streaming situation and to answer questions. The *Club* have taken a decision to undertake its own live streaming primarily because it felt it could produce a better product than *iFollow* (the official *EFL live streaming facility*). A significant number of other *Clubs* are doing the same. The *Club* used *RamsTV* as a guide to the sort of service it wished to provide and whilst *iFollow* has one static camera, the *Club* will operate with two additional cameras at all games it streams. It will also include a studio based discussion around the game. The 20% discount to *USA* customers was also mentioned, it seems this is an arrangement with *Stateside Jacks* members as part of a package which will see them doing various promotional stuff for the club in the US. Confirmed that the *Club* are looking to increase availability of *Stadium* and *Training Ground* tours both commercially and for *Community Groups*, a couple of small but nevertheless welcome commercial opportunities the Trust have been pursuing. *Chairman AL* thanked *Jonathan* for his time.

Treasurers Report:

SMcD suggested that there is a need to keep a closer watch on legal expenditure with regular reports so that the *Board* could compare ongoing spend against original budget.

Proposal put forward that we continue with our *Sponsorship* of the *Swansea Junior League* for season 2018/19, also *Swansea Football Foundation (Schools)*. Unanimously approved.

TBM 127/08 Disability Supporters Association

CD reported that since January 2017 the *Disabled Supporters Association* and *Disability Liaison Officer* have been in discussions around the setting up of a *Sensory Room* for Members, and are pleased that it is also in the *Club's* action plan. The *DSA* have also stated that they wish to purchase some of the equipment in the *Sensory Room*. The *DSA Committee* believe that the *Sensory Room* must be delivered as a joint venture for the *Football Club* and the *Disabled Supporters Association*.

CD is part of a *Steering Group* with the *FAW* to set up a *Wales National Disabled Supporters Association*.

TBM 172 /14 Membership, Marketing & Communication.

AL reported that Membership had been static until this meeting, given the fact there was no impact on Election voting (date for voting is membership on 16th June.) it was agreed that we would close membership for 2017/18 and all payments now would be shown for 2018/19. The website will be updated accordingly.

RG had submitted his bullet point report:

Co-ordinating the use of *e-mail, Website, Facebook & Twitter* – further training on updating website to be arranged. Revamp and managing website – in progress, discussed a two tier website from the 1st August with *Majestic Media (Duncan Thomas)* Day to day issues on the management and co-ordination of the various platform: **DD** to check with **AMcG** regarding questionable statements on public *Facebook Group*. Agreed that members are given the “@swanstrust” e-mail addresses of the individual *BM's* who have the specialized knowledge required to answer their *Facebook* queries. **AL** to update website profiles of those *BM's* who want their @swanstrust.co.uk contact details to feature.

The new Membership leaflet, **SD** and **RG** are working on this which will incorporate a membership form.

VW to assist with advertisements.

Discussions are ongoing with reference to mailing out membership details which would include a car sticker and pin badge and raffle books. **VB** is the new *Promoter* of the raffle..

DD has drafted a Summer Newsletter as 2 A4 sides as agreed.

DD to send out a brief e-mail to Members of the two *West Wales Regional* groups, including a link to the new membership leaflet online, gently suggesting that they consider becoming members of the Trust.

TBM 186/15 Swans Trust Website Stats

DD summarised the *Swans Trust* website and Social media stats for June 2018. The total number of page views in June were 4,618 (compared to May 17,458).

Top 5 pages in June were – *Croeso Graham Potter* – 1,424 (30.84%), *Trust Homepage* – 652 (14.12%), *Trust Board Elections 2018* – 403 (8.73%), *Meet the Trust Board* – 368 (7.97%), *Trust Board Minutes* – 267 (5.78%)..

Social Media presence figures – 11,441 on our Public *Facebook Group*, 233 on the *Trust Members Facebook Group*, 2,442 likes on *Facebook page*, 7,502 *Twitter followers*.

There were 3 online memberships in June, any new memberships received will automatically become members for 2018/19.

TBM 188/15 Football Club Financial Information

SMcD reported on the Club Management accounts to the end of April, no change from the March figures. Profitability due to player transfers, cashflow remains the restricting factor on use of funds.

TBM 197/17 Riverside Lounge. & Wall of Fame

VW to make arrangements to undertake the supply and fitting of the 20 names for this year's *Wall of Fame* recipients. The date of the unveiling to be the home fixture against *Reading* on the 27th October.

TBM 199/17 Schools Initiative.

SD reported that a meeting had taken place with the *Assistant Head* of the *Ty Gwyn Education Centre Aberdare* to discuss the incorporation of the *Challenge* into their *Welsh Baccalaureate* delivery. Delivery is scheduled for the *Autumn term 2018*. Similarly, there has been a meeting with the *Welsh Baccalaureate* co-ordinator for *Gowerton School* to discuss how selected pupils might become involved with the *Trust's Challenge*.

TBM 209/18 Travel Group.

CD reported that *Zeelo* had transported between 100 and 120 Supporters during the final 6 fixtures of the 2017/18 season. They are looking to introduce season passes, also looking to plan additional routes, plus a '*Park and Zeelo.*'

The *Landore* train station is still on going and is at the next level of discussion.

The distributor road is inaccessible as supporters aren't able to travel up the road.

The Morfa Road traffic lights have been tweaked to try and improve the traffic flow.

Following queries by *Disabled* members to the *Disabled Supporters Association* and the *Club*, there will be extra parking spaces available for non televised matches with the *Club* discounting parking prices for disabled supporters working in conjunction with the *DSA*. These would be on a first come first served basis and match by match..

TBM 211/18 Governance & Policy Documents:

To be reviewed by a new sub-group.

TBM 212/18 Election Process:

NH reported that 9 nominations had been received for the 7 vacant Board positions. **NH** would head up an *Election Working Group* of **AG**, **SD** and **AL**. **DD** has been liaising with the *Mailing Company* but as he is standing for election, **AL** will take on this role. Voting papers should be received by *Members* by the 9th July, voting papers to be returned by the 27th July.

A.O.B.

Recording appreciation to Board Members who are not standing for re-election.

Current Chairman *Alan Lewis*, Board Members *Ron Knuszka* and *Viv Williams*.

Will O'Kelly and *Rhys Thomas* have stood down as co-opted members.

There being no further business the Meeting closed at 6.50pm.

Next Board Meeting Monday 6th August at the Liberty Stadium, Swansea at 5.30pm.