

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 14 October 2019 - Liberty Stadium, Swansea.

Present	Apologies
Phil Sumbler (<i>PS - Chair</i>)	Lisa Clement (LC)
Andy Godden (<i>AG</i>)	Dai Little (DL)
Stuart McDonald (<i>SMcD</i>)	Andrew McGlashan (AMcG)
Roger Goodwin (<i>RG</i>)	Tim Bull (TB)
Cath Dyer (<i>CD</i>)	
Andrew Cude (<i>AC</i>)	
Rupert Thomas (<i>RT</i>)	
Terry Sinnett (<i>TS</i>)	
Dave Dalton (<i>DD</i>)	
Mike Bastin (<i>Secretary</i>)	

Welcome, actions arising from the September minutes

1. DD outlined the changes made to the Trust website and security measures applied to the public email address. He also asked all members to consider their profiles, whether they want any amendments and for those without profiles to provide him with the required profile details.

Schools Report

2. RG outlined the ongoing work with Dwr-y-felin and that SD was passing contacts across, along with his hopes that he will be able to bring some of their top performers to the Liberty as part of the Welsh Bacallaureate initiative.
3. He highlighted his need for contacts in the NPTC and Carmarthenshire regions, which DD offered to provide.
4. RG outlined some of his thinking about more ad-hoc engagements with schools, using the historic Swansea City ownership problems as a case study for Business Studies students and will think more on this.

Membership and fundraising report

9. DD outlined the subgroup's discussion prior to this meeting, where it was proposed that the Trust try and work closely with a charity. Membership is generally confined to the 60+ age bracket, and collaboration with a charity that holds meaning for potential younger Trust members will be explored with an aim to launch comms around the relationship in the new year.

10. SMcD raised that the Trust is already linked to two football related charities (Swansea Schools FA and Junior Leagues) and that these links could likely be better used by the trust going forward.
11. DD committed the subgroup to working up proposals. MB asked for sight of this to serve as a central focus for the Trust's communication plan.
12. TS agreed to lead on the Trust's twitter account to encourage membership, with the Chair asking that he consider an appropriate hashtag for Trust comms via social. TS pointed out the opportunity to link the work of the Trust to recent financial issues at Bury and Bolton as a central hook for demonstrating the Trusts strategic aim of protecting the club.

Shareholding/Legal report

13. PS provided an update. A few former shareholders have been in contact with the Trust to schedule a meeting without prejudice on Friday 18 Oct with their representatives, with a further former shareholder seeking a meeting under the same terms in London the following week. PS agreed to update members following the meetings
14. The current club owners were in the UK ahead of the Charlton match and Steve Kaplan conveyed his willingness to progress talks with the Trust. SMcD followed up with him by email the following Thursday, but was still awaiting a response. He agreed to raise this issue with the club chairman on Trevor Birch's return from holiday.
15. TS explained that his staffing the matchday pod and engagement with members meant he was often asked for updates and whether consideration has been given to providing lines-to-take on the shareholding issue. AG explained that monthly updates are sent to members, but by its very nature, it isn't possible to provide much detail.
16. PS outlined the importance of this issue set against the rumours of the current owners potentially seeking buyers for the club. AG pointed out that an increase in press coverage may be helpful to the Trust's stated aim of renewed dialogue.

Supporter Director update

18. As part of the Club's drive to build relationships across the supporter spectrum, they have set up Champion Jacks, covering eight areas of focus, and have had well over 100 expressions of interest from fans looking to be involved.
19. The first "on the road" fans forum is being arranged for pre Christmas, which will be hosted by the Pembrokeshire Jacks, and it is hoped to resurrect the very popular Tenpin bowling night, also before Christmas.

20. Again, to improve the fan experience, it is intended to display items of Swans history and memorabilia around the stadium, which will build on the areas which are already being utilised in the West and East Stands.

21. The Club are aware of concerns expressed by fans regarding the new franchise catering operation and will be monitoring the situation themselves over the coming weeks.

Treasurer's Report

22. SMcD gave an update on the Trust's current financial position, with only minor movement in funds during the month. It was agreed that, with the retirement of long-standing secretary, Nigel Hamer, arrangements would be put in place to change the registered office of the Trust to our auditor's address.

Finance sub-group

23. The Finance Sub-Group continue to have access to the Club monthly Management Accounts which are reasonably detailed and are in line with budget. Our Chairman, Trevor Birch, continues to lead the drive to reduce our operational costs, which is a necessity as we face up to the financial impact of relegation from the Premier League.

Disability Report

24. CD helpfully provided her written update ahead of the meeting.