

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 14 September 2020 17h30 – MS Teams videoconference.

Present	Apologies
Andy Godden (<i>AG</i>)	
Stuart McDonald (<i>SMcD</i>)	
Dave Dalton (<i>DD</i>)	
Ceri Stone (<i>CS</i>)	
Cath Dyer (<i>CD</i>)	
Rupert Thomas (<i>RT</i>)	
Terry Sinnott (<i>TS</i>)	
Sian Davies (<i>SD</i>)	
Roger Goodwin (<i>RG</i>)	
Adam Lewis (<i>AL</i>)	
Paul Barrett (<i>Secretary</i>)	

Agenda

	Item	Lead
1	August Minutes and Matters Arising	All
2	Legal/Shareholding update	AG
3	Treasurers update	SMc
4	Finance / Supporter's Director update	SMc
5	Membership & Fundraising (report received)	DD
6	Website/IT Update (report received)	DD
7	PR/Comms (focus area)	AG
8	DSA (report received)	CD
9	AOB	All

August Minutes and Matters Arising

1. Last month's minutes have been completed and circulated for comment; comments have been incorporated, and the minutes published on the Trust web site.
2. The Actions raised at the August meeting were not followed up specifically in the September meeting; for continuity, these have been carried forward for resolution at the end of this document.

Legal / Shareholding report

3. AG provided an update to the Trust board regarding the progress made regarding our ongoing legal dispute.

Treasurer's update

4. SMcD gave an update of the current Trust accounts. Outgoing payments this month include those to Goodman Derrick (inc charge for the QC), and a donation to Swansea Schools FA. There are no outstanding payments to be made this month.

Supporter's Director update

5. SMcD stated that the departure of Trevor Birch was seen as a huge disappointment for the Trust, as well as for those within the club.
6. SMcD attended the Preston match (in the amber zone!), and was able to meet the new Chief Executive, Julian Winter. Julian was well prepared for Swansea City. Julian has been appointed a trustee of the club's community trust, an appointment which should result in increased integration with the Football Club.
7. SMcD outlined new roles and positions at the Club; full contact details are on the Club website: <https://www.swanseaclub.com/club/swansea-city-contact-list>.
8. Concern raised by several of the Trust board that some key statements are being published by the Club directors without prior consultation with the Trust.
9. Bersant Celina has gone to Dijon, and Joel Asoro has gone out on loan to Genoa. Currently no official approaches have been made for Matt Grimes or Andre Ayew, despite media speculation. Nathan Dyer has been released.
10. The £5million loan from Jake Silverstein has now been received by the Club. This is a convertible loan, which may only become an issue from a Trust shareholding % perspective if it's converted into shares, with the associated voting rights.
11. The club are expecting to complete urgent remediation work whilst the stadium remains empty. They also hope to install the new PA system during this period. **Action** Update in October the Trust Members on the situation regarding the stadium painting contract (AG)
12. The Club have negotiated extended terms for payment of the PAYE and NIC liabilities that have built up during the Covid period.
13. SMcD attended the regular quarterly meeting of the Stadium Safety Advisory Group (SAG); hopes for reintroduction of fans to the Liberty Stadium rest upon the decision by the WAG. We may therefore be one or two months behind the English based clubs.
14. The club are pleased with, and grateful for, the response of fans to the package offered in return for retaining their season ticket monies in the Club, with a high percentage of season ticket holders committing to this arrangement.
15. SMcD has received the Club's accounts, which have been reviewed by the Finance group; as with all clubs, cash flow is the key issue, though Swans are in a healthier position than some others in the immediate short-term. Looking forward, like all other clubs, there are very real financial concerns if games continue to be played behind closed doors in the long term.

Membership and Fundraising

16. Current Trust Membership is almost 1,300. This is an increase of c 200 since the beginning of August.
17. Payments by overseas members are usually by PayPal, which is relatively expensive for small transactions. **Action:** Investigate an alternate payment process for Trust subscriptions, with facility for automatic subscription renewal. (DD)
18. The 20th Anniversary Trust Logo will be deferred until 2021.
19. Website is almost up to date (inc Trust Board profiles); several email replies have been made to members.

PR / Comms update

20. Plan to continue with monthly detailed updates to our members. Include information on the process of "co-opting board members". There's still a perception by some on social media who are unaware of what the Trust actually

does. Discussion was made on publishing (redacted – legal information) material to non-members, 2/3 days after it had been sent to Trust members.
Action: Publish monthly newsletters to non-members after initial issue the Trust members (DD)

21. The club have now ceased production of physical matchday programmes. The programme will now be digital and emailed to all fans that have an account with the club. Hard copies can be bought but have to be pre-ordered. TS & CS will be coproducing the Trusts page for this season.

DSA Update

22. CD updated everyone on the DSA report. This included an ice cream cone competition in conjunction with Dawsons.
23. CD will be attending a DSA fans forum. Fulham DSA have been inspired by the Swansea City DSA, which is commendable to everyone's hard work.
24. A Macmillan Coffee morning was due to be held at Verdi's, Knab Rock on Tuesday 15th September; Macmillan has been very supportive of our DSA.

AOB

25. CD advised that no calls have been received on the trust phone.
26. AL advised he is available for assistance / support on his return to the country.
27. SMcD advised that Julian Winter is happy to meet with the Trust Board (SMcD).
28. AG advised that discussions with "Gambling with Lives" are ongoing.
29. RG advised that very little contact is expected with schools during the Covid restrictions. He will provide a watching brief.

Swans Trust Website & Social Media Summary – August 2020

The following table summarises the Swans Trust website and social media stats for August 2020 and the previous three months for comparison purposes.

	Website Visits	Website Updates	Gen Trust Emails Received & Replied	Twitter Followers	Instagram Followers	Facebook Public Group	Facebook Private Group	Facebook Trust Members Only	Online Member Signups	Emails to Members
May	3069	2	17	8307	230	12167	1523	186	2	2
June	2618	4	11	8279	248	12175	1870	187	1	2
July	1913	2	27	8305	247	12149	2122	187	1	2
August	7414	6	43	8362	271	12524	2356	194	134	7

A very busy month across all our website and social media platforms with activity and engagement the highest by far since February 2019. A huge increase too in our website news updates and emails to members. There has also been a marked increase in direct interactions between board members and supporters/Trust members through emails, Facebook and Twitter. Most of this revolves the ongoing share sale issue and the recent 2020/21 season ticket announcements. Overall this increase in direct interaction has been widely appreciated by supporters/members and we will look to continue with similar engagements in the coming months.

The detailed figures are contained in a separate summary of website and social media statistics which are available upon request from dave.dalton@swanstrust.co.uk.

If you have any further questions then please let me know.

Dave Dalton

Swansea City Supporters Trust

Email: dave.dalton@swanstrust.co.uk

Disability Report for September Trust meeting.

The DSA recently held a competition in conjunction with DSA sponsors, Dawsons, to design a Swans ice cream cone, **and** a new exciting flavour of Ice cream. Our winners were Kyle Davies and Paul Griffiths, who both received a £10 Joe's ice cream voucher, courtesy of Dawsons.

Cath Dyer will be attending a virtual championship DSA/fans forum – which will be where we can discuss as a group, the work that DSA's have been conducting during the pandemic and the possible challenges we face moving forward. It's an opportunity for supporters to get together and discuss issues and topics as a collective.

The DSA are hosting a Macmillan Coffee morning on Tuesday 15th September. This will be held at Verdi's, down the Mumbles. They have been incredibly supportive of our DSA and are happy to help re moving tables to accommodate our DSA members. We are looking forward to seeing some of our members for the first time since prior to lockdown in March. We will of course be ensuring that we have under 30 members attending, as per Welsh Government rules.

Cath Dyer.