

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 14th December 2020 17h30 – MS Teams videoconference.

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

Julian Winter: Club Update

1. DD opened the meeting by welcoming Julian Winter, who at his first meeting had kindly agreed to attend the TBM on a regular basis, and answer questions from BMs.
2. JW has now completed 3 months at the club, and intends to hold 3-monthly reviews with his management team to evaluate progress against the club's strategic plan.
3. JW requested that no external comms should be issued from the Trust until next week, when the club will update the club website of some issues (inc the state of the pitch) that currently concern supporters.
4. JW stated that Covid is causing a challenge to the club, as many staff are either isolating or working from home.
5. JW gave great credit to the playing and support staff for our on field performances. The players are becoming used to playing in empty stadia.
6. JW stated that the STH initiative has been well received by the supporters.

November Minutes, Actions and Matters Arising

7. Last month's minutes have been completed and the minutes redacted before being published on the Trust web site as per normal.

Trust AGM

8. The 2021 AGM will be held at 7pm on Monday 18th January, after the next BM (5.30pm).
9. Our model rules specify that we should give 14 days' notification. Notification of the AGM can be therefore be posted on the trust website immediately; formal notification is needed by Sunday 3rd January. Proposed members' resolutions should be received electronically by the Trust Secretary by this date.
10. SD mentioned that all potential AGM attendees should register their interest, to allow bona fide trust members to attend virtually. AGM notification to members will be done electronically, by means of the website and our SM platforms.
11. Due to Covid, the meeting will be held on the MS Teams video sharing platform.

Finance / Supporter's Director Update

12. SMcD advise that the Trust funds had increased by a small amount from the previous month, with membership renewals and donations.

Membership and Fundraising

13. The membership draw was conducted during the BM; the winning numbers were "drawn out" using www.random.org:
Adults/Seniors: 1st – 1165; 2nd – 1248; 3rd – 0138; 4th – 0590
Juniors: 1st – 02; 2nd – 27; 3rd – 20
The numbers relate to the current members on the Trust database. Presentation photos also to be arranged.

20th Anniversary Discussion

14. The Anniversary logo will be introduced from January, including on certificates and gifts to new members. New members' names will be announced on the SM platforms, as proposed.
15. TB agreement was reached and the proposal for Honorary Trust Memberships was passed.

Website/Social Media

16. The following table summarises the Swans Trust website and social media stats for November 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
August	7414	6	43	8362	271	12524	2356	194	134	7
September	6254	6	21	8391	284	12512	2824	203	136	3
October	5280	7	12	8402	306	12531	2851	231	90	5
November	2743	4	14	8403	319	12505	2857	233	54	2

17. A little quieter this month across all our website and social media platforms probably due in part to another international window and plenty of positivity on the pitch. However, activity and engagement since the beginning of the season remains very high with visits to our "Latest News" pages and the new "Supporter Updates" section created recently remaining our most popular pages.
18. Plenty of direct interactions between board members and supporters / Trust members through emails, Facebook, Twitter and Instagram continues.
19. The Trust Instagram account continues to attract new followers helped no doubt by more pictures, clips and relevant links which will continue in the lead up to Christmas and New Year.
20. Most of the social media discussions in November have revolved around the encouraging start to the season by the Swans and more recently the condition of the Liberty pitch. The ongoing share sale issue also continues to engage debate on some supporters' forums.

PR / Comms Update

21. Following the success of the previous online Trust Q&A session, a further session will be arranged post AGM.
22. TS and CS continue to prepare the Trust section for the matchday programme, and the monthly update.
23. AL suggested preparing snippets of news (less the legal/financial info) to be uploaded to the SM platforms on an ad-hoc basis. Post meeting note: this has already been implemented for this TB meeting!

DSA Update

24. CD advised that the Christmas Raffle would take place on Thursday 17th Dec; CD shared the list of prizes.
25. Level Playing Fields recently held a Championship forum – where clubs, DSA and supporters joined together for discussions following the Government's announcement for supporters returning to clubs. Topics included PA's, track and trace, lifts, personal care, alternative measurers, blind / partially sighted supporters, sensory rooms, sanitising. Welsh Government rules are different and returning to stadiums is a long way off but the club are in constant contact with the club who are working with us in order to make things progress in the correct way.
26. The DSA and the DAO, Mark Phillips and DLO, Cath Thomas hold regular team meetings where we share ideas and best practices and experience.

27. International Day of People with Disabilities – IDPD December 3rd. The DSA are very proud that the club recognised our organisation and promoted all the good work that our committee do. We are very grateful to the club for all their support.
28. The DSA recently had a lovely Christmas greeting sent to us from a 10-year-old disabled supporter who lives in Pembrokeshire. We were the point of contact. We immediately contacted the club and forwarded on the details. Being able to work together makes everything work easily and benefits everyone.
29. The DSA donated 60 bags to the local MR X APPEAL, which supports under privileged children in the area. Our committee would like to thank all our members and friends for their support.
30. As we are unable to hold our annual Christmas social event this year, where players and the manager attend, we have sent Christmas cards, balloons and keyrings to all our members. We have had numerous kind, positive messages in return.
31. Christmas Jumper Day December 11th – the DSA would like to thank all our DSA members and club staff for sending in photos so that we could make a collage for everyone to see.
32. Thank you to Rebecca Edwards- Symmons at the club for judging our recent DSA Christmas tree competition. Our winners are very pleased.

Schools Update

33. RG stated that at present, all schools are totally focused on managing Covid defence. It's not likely that the Trust will be able to continue liaison until the start of the next academic year.
34. Some schools will be approached to see if they wish to take some of the Trust football books to use as prizes etc.

AOB

35. AL raised the point about information snippets, covered under Media above.