

## SWANSEA CITY SUPPORTERS TRUST

### BOARD MEETING MINUTES

Monday 15<sup>th</sup> February 2021 17h00 – MS Teams videoconference.

<b>Present:</b>	
Andy Godden ( <i>AG</i> )	Terry Sinnett ( <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> )
Rupert Thomas ( <i>RT</i> )	Paul Barrett ( <i>PB - Secretary</i> )
<b>Apologies:</b>	Cath Dyer ( <i>CD</i> )- <i>part time</i>

#### Finance / Supporter's Director Update

1. There are few people currently working within the stadium.
2. Everyone is happy with the results of the transfer window. 6 players in, 7 players out, including loan players; there was a small additional financial outlay.
3. There have been a high number of season ticket renewals for those who were eligible for the discounted price for 2021/2. Hospitality is a separate function. An announcement is expected in late February regarding the general sale of season tickets, and the Trust's working group will be working with the Club on this.
4. Plans are progressing to establish the Former Players Association, with plans to engage representation from the club, the Supporters' Trust, and the Community Trust.
5. A package containing artefacts and memorabilia has been received from the Peggy England-Jones's estate. Some are trinkets from by-gone days; some items have been sold on eBay. Some items have been retained for display purposes.
6. Some recruitment has taken place for catering staff.
7. Due to an appeal by the PFA, the EFL salary cap in League 1 and 2 has been cancelled, with clubs now operating under the previous FFP guidelines. There is no impact for the Swans at this time; however the Trust will always be advocating that the club is run in a sustainable manner.
8. The academy has had some difficulty in getting fixtures completed in the current climate. Many of our young players are now playing in age groups above their normal groups.
9. Mark Allen is now in the process of revising some of the arrangements within the academy.

#### Membership and Fundraising

10. Sian Davies is now the point of contact for the M&F group.
11. Trust Membership has currently risen to 1661.
12. The monthly draw will take place this week. The club have given us a 40% discount on shirts as prizes. Some discussion took place as to whether or not to get the shirts signed, but it was agreed to leave them unsigned.
13. The "Ideas" What's App group will now be extended to include all members of the Trust Board [Note: AG has now updated the Whatsapp group accordingly].

#### Website/Social Media

14. Reference to the website statistics etc is given below.
15. All is OK, engagement is good, there's lots on the website.
16. Invoices from In Touch and Duncan will be issued quarterly.
17. Some work needs to be done for Stripe on the website for the annual Trust subscription.

	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
October	5280	7	12	8402	306	12531	2851	231	90	5
November	2743	4	14	8403	319	12505	2857	233	54	2
December	3376	7	18	8426	331	12549	2870	235	116	4
January	2502	5	12	8489	365	12499	2888	240	19	4

### PR / Comms Update

18. Regular input to the club programme page continues. The recent Trust statement regarding supporting Yan Dhanda and supporting the players in their anti-racism and discrimination was well received.
19. The February Trust Newsletter is being drafted this week.

### DSA Update

20. A meeting with Level Playing Fields has taken place.
21. CD has requested selfies of people in their Swans tops.

### Catering Workgroup Update

22. Sian Davies will update the Trust Board monthly on behalf of this working group.
23. A WA group has been formed with SD / AG / Catherine Thomas / Alex Griffiths.
24. AG circulated the results of the food survey; results will be implemented at the stadium.
25. A drinks survey is next for review.

### AOB

26. AGM feedback on line has been positive. A number of Trust members contacted us to offer their thanks and congratulations for the event.
27. Fans have embraced the extended SM technology.
28. An anti-racism initiative (Kick it out) is planned between the club and our neighbours up the road on the day of the derby, Saturday 20<sup>th</sup> March.
29. RG observed and commended the positivity and conviviality of the Trust Board activities; this was seconded by RT and SD.
30. CD thanked those who contributed to International Women's Day
31. CD suggested that the Trust send a card of support to Yan Dhanda.
32. CD conducted media interviews on Yan in Eng / Cymraeg.
33. DD mentioned the establishment of the two new workgroups; Catering and Fan Engagement. Both will be conducted jointly with the club, and the concern was to "get in early".

**The next Trust Board meeting will be held on MS Teams on Monday 15<sup>th</sup> March at 5.30p.m.**