

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 15th March 2021 17h30 – MS Teams videoconference.

Present:	Cath Dyer (CD)
Andy Godden (AG)	Terry Sinnett (TS)
Stuart McDonald (SMcD)	Sian Davies (SD)
Dave Dalton (DD)	Roger Goodwin (RG)
Ceri Stone (CS)	Adam Lewis (AL)
Rupert Thomas (RT)	Paul Barrett (PB - Secretary)

Finance / Supporter's Director Update

1. The Review Report of the Academy has been completed, though it doesn't identify values, as no prices are assigned to the players who remain at the club. The Academy will stay at Category 2.
2. The current (temporary) pitch will be taken up after the season is completed; no decision has yet been taken as to its destiny.

Membership and Fundraising

3. SD indicated that membership numbers are up to 1672, including 3 new women members.
4. M&F sub-group are looking at some new initiatives, including more fans forums.
5. The prize draw includes a Female Draw this month. The Adult Draw will award a book this month, a Swans shirt next month. It is proposed to carry out the final draws of the 20/21 season in May and will be reviewed by the new board in August 2021.
6. The project plan for the Trust's 20th Anniversary was presented by AL. The August launch date should be adjusted to June / July, due to the Trust Elections. The presentation has been circulated to all BMs.

Website/Social Media

7. Reference to the website statistics etc is given below:

	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
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
February	4006	10	9	8523	379	12519	2894	240	5	1

8. AL gave a presentation on the proposed revision of the Trust Website. The website revamp is part of the 20th Anniversary campaign.
9. The objectives are: to build membership, educate website visitors as to what we do, and improve engagement particularly with the younger members.
10. The recommendations from the initial review are to: conduct a full review of the content, rationalise the number of unique pages, remove advertisements that do not add value to the Trust's raison d'être, and to develop a new interface and configuration.
11. AL / DD have been looking at other club's Trust sites, and some examples were shown. The current website is not easy to view on iPhones / iPads, and it has become outdated in its structure and content.
12. There are currently 26 unique pages on the website. It was built within WordPress, which was designed for blogging, and not really suitable for phone / tablet access.

13. The next steps should be: to create a website revamp working group, to approve the project and then to agree the funding envelope.
14. A detailed internal review of the content and structure should be conducted first, before any decision is made on whether to go to competitive tender for a consultant to build the new Trust website.
15. The database management was also raised, on how this would impact on the new website, and also Stripe payments.

PR / Comms Update

16. The March update is due to be sent out to Trust members.

DSA Update

17. An FSA event on Mental Awareness was attended by CD.

Catering Workgroup Update

18. Several people already appointed within the Liberty to do catering in-house. The drinks survey needs to be reviewed.

AOB

19. A working group needs to be established with the club to look to compile club memorabilia
20. Andrew Bailey (DSA Chair) will be invited to the next Trust BM; Ben Donovan (Head of Media & Communications) the one after.

The next Trust Board meeting will be held on MS Teams on Monday 12th April at 5.30p.m.