

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 12th April 2021 17h30 – MS Teams videoconference.

March Minutes, Actions and Matters Arising

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

Legal / Shareholding Update

1. A relatively quiet month on the legal/shareholding front, with no major details to report.

Finance / Supporter's Director Update

Trust

2. Finance Report - little movement from last month.

Supporters Director's Report

3. In this respect, a quiet period. With so much on the field activity, focus in the Club is very much in that area. The Club is still very much in a lockdown (work from home) mode, so there is very little activity at the stadium itself.
4. You will be aware that Season ticket sales are strong. I'm sure that there's been a lull this last couple of weeks, but every chance that they will kick on again. Certainly a healthy figure as it stands now.
5. The Club's stand on social media is very commendable, and has earned positive praise from all quarters.
6. The setting up of a Former Players Association is well advanced - something which is long overdue, and we will have full representation on that body.
7. I attended the quarterly SAG (Safety Advisory Group) meeting recently. Again a much curtailed meeting, as so little has been happening at the stadium, even with matches taking place, there have been no crowds, hence no issues.
8. Discussion about play-offs, and the possible return of fans to these matches. It certainly appears to be the case that crowds will be allowed in the playoff matches in England.
9. PA system - hopefully total replacement of the system will be completed by early May.
10. Steelwork painting - South Stand finished, East Stand should be finished this month. Regarding the North Stand, on hold until the NHS Test centre is no longer required.
11. Work on replacing the turnstiles (30) to start imminently - new full height, up to date electronic.
12. Catering team (senior personnel) all now appointed. Very much a case of setting up the operation, systems, etc. with the specialist consultant who has been brought on board.

Membership and Fundraising

8. AG stated that as a board we definitely do need to discuss membership fees for the 2021/2 season.
9. 14 new Trust members have been recruited.

Website/Social Media

10. The framework of the website was presented by AL in the March BM. An update of the new website development status was presented to the Trust board.
11. A task list has been proposed in the website PP presentation, with input recommended for specific tasks by nominated BMs. Working groups are proposed for Content Review, Structure Review and Options Analysis.
12. Questions were raised on the safety of the googlegroups as spam emails purporting to be sent by AG have been received by several BMs. Some exploratory work will need to be done to resolve this.

| | 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 |
|----------|----------------|-----------------|-------------------------------------|-------------------|---------------------|-----------------------|------------------------|-----------------------------|-----------------------|-------------------|
| 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 |
| March | 3152 | 5 | 6 | 8533 | 416 | 12821 | 2927 | 250 | 8 | 0 |

PR / Comms Update

13. A communications update was sent out to Trust members last month.
14. The club's social media blackout has been fully supported by the Trust. It's encouraging to see that further blackouts are planned by EPL/EFL clubs.

DSA Update

15. The DSA held a "day of reflection" coffee morning on 23rd March. Staff members from the club also joined us. We heard from members who had sadly lost loved ones, and others whose lives have changed during the pandemic. The day was well received by everyone.

Catering Workgroup Update

16. The drinks survey has been reviewed and discussed with the club.
17. A summary of the results of the survey has been circulated to the Board
18. The change of catering from Sodexho to in-house should be quite an improvement.

Schools

19. Nothing of significance to report on the schools' front but now that they are back, and presuming they stay that way, RG shall be renewing contact in a couple of weeks with a view to getting things moving on a number of fronts (inc visits, virtual links, lockdown impacts) for the next academic year - Covid restrictions at the schools and club notwithstanding.

AOB

20. CD had contact with a "Diversity" specialist, and passed the contact onto the club.
21. CD and DD met with Carys Ingram of Proud Swans (LGBTQn) who are keen to promote themselves in collaboration with the Trust. We will hold quarterly meetings with the group. The Trust will also be invited to link with Proud Swans for Swansea Pride on July 17th.
22. CD attended part of the EFL network meeting on the 6th April.
23. DD stated that the Trust now needs to re-contact the nominated charity (Swansea MIND).

The next Trust Board meeting will be held on MS Teams on Monday 10th May at 5.30p.m.