

## SWANSEA CITY SUPPORTERS TRUST

### BOARD MEETING MINUTES

Wednesday 9<sup>th</sup> June 2021 17h30 – MS Teams videoconference.

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

#### **Legal / Shareholding Update (AG)**

1. Reference to be made to the Shareholding Update issued to trust members.

#### **Supporter's Director Update (SMcD)**

2. The club board meeting minutes were circulated.
3. The Sheldon Report (abuse in football) was discussed.
4. With the ending of parachute payments, the club will be £15m worse off going into the 2021/22 season; they will either need to sell player(s) or introduce new funding. Refer to Swiss Ramble/Swansea for some further figures and comparisons. The club is being well run, financially.
5. A lot of work was done with the club's Safety Advisory Group, with the emergency services, Public Health Wales etc ahead of the Barnsley home game. From a safety perspective, it went well.
6. The steelwork paintwork has been completed for the W, S and E stands. The N stand tbc.
7. No official approaches yet received for Steve Cooper.
8. Recruitment is continuing as per Andy Scott's recommendations.
9. Players return on Friday 2<sup>nd</sup> July for tests etc, training starts the following Monday (5<sup>th</sup>).
10. Swansea University will continue as front of shirt sponsor. There's 2 years to run on the agreement with the Uni, no threats or concerns.
11. The new kit has arrived; its due for launch around the same time as players returning.
12. Even though fans came in free, the club has had to pay into a pot for redistribution of gate receipts for all the playoffs. It was a very generous offer by the club.
13. The new PA System in the stadium has been commissioned and tested.
14. The new pitch has been relayed. The temporary pitch is due for reinstallation at Fairwood (one of the Univ fields).
15. The only club in the playoffs to make money is the winner.
16. The Riverside Bar has been redesigned and redecorated.

#### **Membership and Fundraising (SD)**

18. SD has been in contact with Andrew Brayley (DSA Chair) to look at shared ideas on membership.
19. An additional affiliate DSA position on the Trust Board has been agreed, details tbc.

### Website/Social Media (DD)

	Website Visits	Website Updates	Gen Trust Emails Received & Replied	Twitter Followers	Instagram Followers	Facebook Public Group	Facebook Public Page	Facebook Trust Members Only	Online Member Signups	Emails to Members
February	4006	10	9	8523	379	12519	2894	240	5	1
March	3152	5	6	8533	416	12821	2927	250	8	0
April	3133	7	5	8542	425	N/A	3028	259	5	3
May	2953	6	20	8506	437	N/A	3039	259	9	3

20. A proposal has been received from Majestic Media. The Website and Social Media Group will firm up the cost of this proposed work.
21. The purpose of this quote is to provide a guide price for the delivery of a Trust Members Portal on the existing Swans Trust website, thus making it the central focus point for all Member data and as such the Trust CRM system.
22. The portal will allow new and existing members to manage their own member details, whilst allowing the Trust to automatically enable recurring Membership payments via Stripe, provide exclusive member only content on the website and alleviate the need for Trust volunteers to manage member data – due to the new self-service approach.
23. The external email marketing system MailChimp would be integrated into the Trust website to provide improved flexibility, analytics, and targeted marketing for all Trust communications via email.
24. The Portal would build upon and extend the current online forms capability, currently provided by Gravity Forms, by using additional licenced WordPress Plugins such as MemberPress and GravityPress.

### PR / Comms Update (AG)

25. A meeting is still needed to discuss legal matters.
26. The Shareholders Update has been issued, and is included in Appendix 1.
27. The End of Season Review will be published at a later date in July, due to the priority in initiating the Shareholder Legal Dispute.

### DSA Update (CD)

28. The DSA AGM will be held virtually on Tuesday 6<sup>th</sup> July.
29. Support is offered and available from within the Trust for promoting DSA messages on Twitter.

### Forthcoming Trust Board Elections

30. PB had circulated for comment the schedule for the Forthcoming Trust Board Elections.
31. In the past, the Trust has had 10 or 11 elected board members. It was suggested and confirmed that we will increase the numbers due for election to SEVEN; the first 5 for a 2-year period, the second 2 for a 1-year period.
32. PB and DD are in the process of preparing the Nomination and Voting Forms. We may need to involve an external management company to handle some voting forms. We are in preference of an on-line voting process.

**AOB**

- 33.TS confirmed that the board commits to a face-to-face event at the next meeting. SMcD stated that the Swansea Senior League has met recently at the Landore Club, and that might be a possibility. AG will confirm with BMs individually to verify if a meeting can be held in a way that allows all board members to attend in a safe and productive manner.
- 34.RG has asked to let him know when we have Stadium Access. SMcD will follow up with Julian Winter.
- 35.CD advised that she undertook a lot of media interviews around the Playoffs.
- 36.DD mentioned that Swansea Pride (with Proud Swans involvement) is unsure whether it will go ahead on 17<sup>th</sup> July. If the event takes place, it's desirable for one or two Trust representatives to attend.
- 37.AG stated that Swindon Town Supporters Trust have been in contact to ask to support a boycott of their pre-season match with Swans. Their message against the owner is "No Money, No Power".
- 38.AG has contributed to the government's Fan Led Review. Some evidence has been presented; the PR sub-group will follow up. Part of the submission included the unfair distribution of TV rights.
- 39.AL has asked for content review of the website.

The meeting closed at 7.35pm.

**The next Trust Board meeting will be held on MS Teams on Monday 12<sup>th</sup> July at 5.30p.m.**