



## Wrexham Supporters Society Limited - Minutes of Trust Board Meeting

**Held on:** 31 August 2017, commencing at 19.30

**Venue:** The Boardroom, the Racecourse Ground, Wrexham

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**Present:** Spencer Harris (SH), Paul Smith (PS), Sarah Smith Howard (SSH), Mike Lewis (ML), Brian Phillips (BP), Colin Williams (CW), John Mills (JM), Mark Jones (MJ); Mark Williams (MW), Richard Ulrich (RU), Simon Rhodes (SRh),

**Apologies:** Anita Robinson (AR), Gavin Jones (GJ), Stuart Roberts (SRo),

**Chair:** Peter Jones (PJ),

**Independent Secretary:** Alan Fox (AF),

### 1. Matters arising and approval of the minutes of 7 August 2017

**VOTE:** Proposed by ML & seconded by SSH it was resolved unanimously to approve the minutes, as amended, by those who had been present.

#### ACTIONS:

From the 7 August meeting:

WHAT	WHO	WHEN	STATUS
1. To agree the demarcation between membership benefits and club commercial activities	SSH and GJ	ASAP	Ongoing
2. To draft a job description for a disability liaison officer role	CW	ASAP	Completed
3. To draft a set of principles for brand usage	CW	ASAP	Completed
4. To arrange for the DBS checks	ML	ASAP	Ongoing – will not involve any cost
5. To arrange insurance cover	BP	ASAP	Ongoing
6. To publish schedule of WST Board meeting dates on Forum	AF	ASAP	Completed

All printed membership cards have been sent out. Another 300 are due from the printers. The huge task of ensuring that SABO properly records e mails for members is ongoing.

### 2. Chairman's Report

PJ formally welcomed SRh to his first board meeting having been recently cooped to the board to assist the fundraising group. PJ had contacted Pats Coaches concerning recent complaints and had received an apologetic reply from the proprietor.

**ACTION:** AF to contact AR about her availability for meetings.

### **3. Financial Security & Revenue Generation Group**

PS and MJ updated the board about fundraising plans based on the report posted on the Forum:

The meeting noted events planned by the FPA which could clash and which prompted a discussion about the boards relationship with the various supporters' groups associated with WAFC and the need to formalise them and for those groups to apply certain basic principles.

It was agreed that this could be included in work about branding being undertaken by Andy Slinger.

The meeting discussed car boot sales to sell old stock. The group should speak to Geoff Scott.

BP reported as follows:

Account balances

Total Funds held by the Trust = £90,625.44

Notes:

1. Member subscriptions for the period January to July 2017 was £32.2K compared to £30.5K in the same period last year (5.6% increase)
2. The main items of **OTHER** income for the period were:

Fundraising £4.4K

Kop Barriers - £1.7K

Merchandise - £0.5K

Other - £0.8K

**Total - £7.4K**

3. The main items of expenditure for the period were:

Microcomputer Works - £8.5K – (WIFI installation and other associated computer related works)

Blueprint - £0.8K (printing for the AGM)

Just Go travel - £2.5K (relates to the Christmas Raffle – costs accrued back to 2016)

Postage - £0.4K

Other - £1.0K

**Total - £13.2K**

### **4. Football Club Operations**

SH had posted a report on the Forum before the postponed meeting of 24 August. Results had improved since then with two wins.

Efforts to bring in another player before the deadline had been fruitless but there were still other possible options. We will seek to extend Reid's loan but will be limited to 93 days.

PJ said that the guest speakers invited to the 1874 suite would not want to return there after the game.

The licence agreement for 9 Acre is still being negotiated although there was now access to the toilet.

MW said the £120k rent (including VAT) to Glyndwr is now due.

Match day income is ahead of budget, concourse sales are on target with hospitality ahead of target.

The meeting discussed access to the stadium and MWs operational plan for admission on matchday for approved staff and spectators. MW had previously posted a Season plan and a Matchday plan on the Forum. There was a discussion about what restricted access would mean for Trust board directors who might need access to certain areas to carry out their work. MW said that the arrangements, once in place, had to apply to everyone.

**ACTION:** MW to consider options for Trust Board members.

JM reported that the post-concert SAG meeting was very positive. We are reconsidering a combined safety certificate.

## **5. Fans Ownership Group**

SSH/RU had posted a report on the Forum

- Membership currently stands at 3,170, an increase of 76 members since the last board meeting.
- Ran a pay per click campaign on Facebook from 10/8/17 to 20/8/17 to increase membership. A total of 17,267 people viewed the advert with 270 sign up clicks and a total of 8 people became a WST member. The campaign had a cost of £49.96 but brought in a total of £120 in membership subscriptions.
- ‘Director for the Day’ winners have continued to be chosen at random from a competition that is ran on our Facebook page. The last three competitions have reached a total of 25,462 people and the number of people who like the Facebook page has increased from 2,397 at the beginning of August to 2,481 at the end of August. The competitions are generating a great buzz amongst the fans, rewarding loyal fans, increased participation and interaction with what is going on at the club and has also encouraged fans to sign up for membership.

## **6. Community Report**

CW had posted a report on the Forum:

### **Organisation of Group**

- DBS Compliance issues being managed. ML is to be registered through the FAW and will be able to manage process relating to applications. Awaiting response from FAW.
- SR has questioned his ability to continue to work at the Board level due to on-going health issues. Resolution required.
- Work underway to start to build volunteer register. Some recruitment actions underway in parallel.

**ACTION:** JM to forward database of volunteers to community group.

### **Junior Dragons**

- Christmas Party arranged and date agreed. Dean and Players informed and attendance confirmed.
- Bowling event agreed.
- Shirts featuring initials for Leaders supplied - recognition and professionalising.

### **DSA**

- Job description for Disability Liaison officer prepared and submitted for approval.
- On-going work underway relating to ‘working agreement’ with the DSA FC

### **RCF**

- Consultation work undertaken with MJ to complete his 3-year plan.
- Consultation work completed leading to introduction of coaching software to improve levels of customer service and efficiency and effectiveness of payment
- CW will have to consider whether he can remain a trustee.

## **7. Strategic Performance Cycle**

Following the Planning Meeting on 14 August we need to “identify the pillars and big outcomes” to start the debate before the Plan is drafted.

**ACTION:** CW/AF to draft proposals before the next meeting.

## **8. Any Other Business**

- MW hoped to arrange the FC AGM before the end of the calendar year.

- PJ will ask Carl Darlington to attend the next members meeting – his availability will determine the date.

**ACTION:** PJ to contact CD about attending a members meeting.

- SSH mentioned whether there were any plans to mark Joeys Jones' retirement

The date of the next WST board meeting is **29 September 2017** at 7.00pm- to ensure time to consider the strategic plan proposal.

The meeting closed at 22:35

**ACTIONS from this meeting:**

WHAT	WHO	WHEN
1. To contact AR about her future availability for meetings	AF	ASAP
2. To consider stadium access for trust board members on match days	MW	ASAP
3. To draft discussion document re strategic plan	CW/AF	ASAP
4. To contact CD about attending a members meeting	PJ	ASAP

**OUTSTANDING ACTIONS from previous meetings:**

WHAT	WHO	WHEN
1. To agree the demarcation between membership benefits and club commercial activities	SSH and GJ	ASAP
2. To arrange for the DBS checks	ML	ASAP
3. To arrange insurance cover	BP	ASAP