

These Minutes have been edited to remove commercially sensitive information and content of a sensitive personal nature relating to individuals

Wrexham Supporters Society Limited - Minutes of Trust Board Meeting

Held on: 21 December 2017, commencing at 19.30

Venue: The Boardroom, the Racecourse Ground, Wrexham

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

Apologies: Mike Lewis (ML), Gavin Jones (GJ), Stuart Roberts (SRo), Alan Fox (AF)

Chair: Peter Jones (PJ),

Independent Secretary: Alan Fox (AF) – Apologies (Minutes taken by BP in AF’s absence)

2. Matters arising and approval of the minutes of 23 November 2017

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

ACTIONS:

From the 23 November meeting:

WHAT	WHO	WHEN	STATUS
1. To enquire about sponsorship of mascot kits.	GJ	ASAP	Ongoing
2. To enquire with the printer about raffle ticket book distribution	PJ	ASAP	Completed
3. To meet with those community shareholders enquiring re tax rebates.	BP	Next meeting	Ongoing – this will be progressed when contact is made by the members.
4. To post an estimate of Christmas raffle costs on the Forum	PS	ASAP	Completed
5. To arrange choirs to perform at the match on 23 December	ML	23/12/17	Did not happen

3. WAFC Brand Alignment

CW presented this item which looked at how different organisations use the Wrexham AFC Brand and projecting to be affiliated/associated with the Club although formal contracts/agreements are not in place. The current situation could lead to a series of significant threats to brand equity, reputation, commercial arrangements, community work, resource efficiency, governance and good working practice.

CW briefed the Board on the progress made to date which has included information gathering as well as discussing the current situation with all organisations (who accept that there is an issue) to see the best way forward in helping to resolve issues.

CW explained a “desired outcome” from this work:

- Working agreements to be in place with each organisation
- Protect the brand of Wrexham AFC and its community
- A process that is fit for purpose that ensures that working agreements are accepted, organisations are engaged and evidence of added value.

CW then explained what the optimum solution’s features would include (i.e. one solution, one community, same shirt and badge, organisations working under licence, Governance of activities with a reporting structure etc)

In practice this would involve clear terms of reference for each organisation, all to be members of the WST, a re-organisation of the WST to reflect the scaled-up business.

Following this work, the Board was asked to vote on how the next stage of this project should develop.

MW and PS joined the meeting, part-way through this item.

VOTE: *“Are we (The WST Board) committed to resolve the issue of brand alignment with the intention of arriving at our preferred solution of one club/one community?”*

Proposed by – CW

Seconded by – SH

Passed unanimously.

4. WST Strategy - Big Outcomes/Planning Cycle

CW presented an update on the WST Strategic Plan (Our Big Outcomes). Progress made to date includes each sub-group producing a list of key strategies (key performance indicators), with milestone targets set for each quarter of the year and how success will be measured. Four “Big Outcomes” have also been set (one for each sub-group).

5.1 Chairman’s Report

PJ mentioned that there had been no further responses regarding Magdeburg attending the Torquay match on 6 January 2018.

5.2 Financial Security & Revenue Generation Group

PS updated the board about the approximate profit made from the Mickey and Joey night. It is expected that it was circa £3K.

PS presented the latest position on raffle ticket sales which he said were ahead of last year. It is estimated that the profit for this year could be circa £17K.

MJ presented the Board with an update on fundraising events and advised that since the last meeting, a further £553 had been made from EBay sales.

BP provided a report including:
Account balances

Total Funds held by the Trust = £ 51,494

Notes:

- a. Member subscriptions (paid by cheque, standing order or PayPal) for the period January to November 2017 was £48.4K compared to £47.2K in the same period last year (2.54% increase). However, since July, membership income has been slightly lower than the same month in the previous year.
- b. The main items of OTHER income for the period were:

Fundraising £5.5K
Kop Barriers - £1.7K
Merchandise - £0.5K
Other - £2.0K
Total - £9.7K

The main items of expenditure for the period were:

Wrexham Supporters Trust - Expenditure Summary January to November 2017		
	£	£
Microcomputer Works	8,532	
Just Go Travel (Christmas Raffle)	2,518	
Printing	1,039	
Miscellaneous	758	
Postage	382	
Insurance	272	
IT related	211	
Room Hire	180	
Supporters Direct	100	
Junior Dragons - Ten Pin Bowling	340	
Junior Dragons Christmas Party Deposit payment	50	
HMRC Corporation Tax	31	
Gambling Act	20	14,433

Fundraising related:		
Hallyink	497	
Ebay Fees	389	
Spirit of 58	81	
Other Organisations/Individuals	70	
Parcel2Go	16	
Giftswithlove.co.uk	26	1,079
Total Expenditure		15,512

Note:

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

5.3 Football Club Operations

SH briefed the Board that the majority of KPI's are green.

A retail sale is due to take place from 27 December 2017.

Louis Moulton transfer – negotiations with Motherwell have ensured that we will receive everything that we are due.

A provisional date of February has been set for the Club's AGM subject to audit planning/approval.

CW asked about the progress of the second disabled platform. JM informed the Board that plans were presented to the Operational Board who identified further issues to consider.

5.4 Fans Ownership Group

RU presented his report to the Board. Membership now stands at 3,335 (an increase of 56 since the November board meeting). This is 6.69% higher than this time last year.

Director of the Day winners have continued to be chosen at random from a competition that is ran on our Facebook page. The last two competitions have reached a total of 13,043 people and the number of people who like the Facebook page has increased from 2,560 on December 1st to 2,570 as of today.

RH briefed the Board that there has been a problem with the posting of Membership packs.

ACTION: GJ to speak to GS about the shop structure

5.5 Community Football Club

CW informed the Board that interviews for the DLO had taken place. Seven applications had been received of which 3 applicants had been interviewed. Kerry Evans had been offered the role. It was proposed that the Board endorse the appointment made by CW and Phil Bennett.

Proposed by – CW

Seconded by – PJ

Passed unanimously.

Junior Dragons party – a huge thanks was given to everyone that helped out at this very successful and enjoyable event.

CW informed the Board that the Autism friendly game was to be the Halifax one.

A proposal has been made to adjust the “box” next to the disabled platform. All works are to be paid for by the DSA. CW has spoken to PB who is looking into this.

Audio commentary for the visually impaired was also discussed. At this point in time it was felt that it was not operationally ready to proceed. The Community Group will come back to the Board at a later date.

6. Data Protection Compliance

JM briefed the Board on the forthcoming changes to Data protection legislation and the implications on the Trust and the Club. He said that he will provide an analysis of how compliant we current are, the issues affecting us and actions required.

ACTION: JM to provide an analysis of DPCR compliance

7. AOB

PJ Informed the Board that the Player of the Season dinner is to be held on 29 April 2017.

The date of the next WST board meeting is due to take place on Thursday **25 January 2018** at 7.30pm.

The meeting closed at 23.00

ACTIONS from this meeting:

WHAT	WHO	WHEN
1. to speak to GS about the shop structure	GJ	By next Board meeting
2. to provide an analysis of DPCR compliance	JM	ASAP

