

Exeter City AFC Supporters Society Ltd**Trust Board Meeting Minutes Part A****Meeting held in the Trust Suite and on Zoom****Date: 11 April 2022****Trustees present:** Nick Hawker, Julen Beer, Mark Cordell, Elaine Davis, Nick Edwards, Pete Ferlie, Doug Gillard, Clive Harrison, Richard Knight, Neil Le Milliere, Kayleigh Jade West.**Apologies:** Will Barrett**Officers present:** Steve Chudley (Finance Officer), Phil Burden (Secretary), Pete Cordwell (Minutes Taker)**Apologies.** Celia Lowman (Membership Secretary)**Part B Summary**

Under Part B of the Trust Board meeting, the Trust Board:

1. Heard about a proposed new kit provider for 2023/24
2. Received information about a new contractor for the Clifford Hill Training Ground development.
3. Discussed the Club Budget and the manager's playing budget for season 2022/23
4. Agreed to fund a new finance system to replace SAGE
5. Discussed changes to hospitality at matches
6. Began to consider a document outlining ways in which the Trust can increase its shareholding to 75%

Approval of minutes from March Meeting

Approval of Part A minutes, proposed by Mark Cordell, seconded by Nick Edwards

Approved. One abstention

Matters Arising

Members of Sunderland Supporters Trust in heaven. This is actually a Deceased branch of their Trust.

Community working group. Correction. Congratulations to TUST, not TUFC.

Supporter survey was late because of issues at University's end. Excellent response with over 1,800 returned. Don't yet know when the results will be out.

FECRACE. Local district of CAMRA has decided to issue a certificate. Remains a need to consider FECRACE sign and what it stands for.

Jed doing an excellent job with social media. Please forward contact forms.

Early kick off Good Friday. Colchester supporters unhappy. JQ has written a statement for Comms team. It has been sent to Colchester who have expressed appreciation for the explanation.

Membership renewals. 900 people were recorded as overdue, all with priority status, but 400 of these had paid last summer. Clive Bawden still looking for a solution to these problems.

Still working on 10% online discount for Trust members. Will not give up on this one.

Update of Part A matters from Chair.

NH has been challenged by the Club to raise another £50,000 a year through people increasing the amount of their subscription.

NH to launch major initiative over the summer. Needs co-operation of the club. They must support this.

It is still surprising that 40% of season ticket holders are not Trust members.

Any Other Part A business

Supporter Experience Committee

Season ticket prices already agreed. Agreement on gate prices needed so season ticket discount can be advertised.

Club will address comms about increased ticket prices. Categorized games in League One. Group A matches extra £1 a game.

Proposed price increase will generate about £100,000.

The proposed gate price was agreed unanimously. No abstentions.

NLM. Seems it's supporters who have to pay when sacrifices are needed. Supporters should come first. Doesn't like the premium game concept.

If there is a post-match band at last game, could we ensure it does not start before 6.00p.m. as it empties the bar? Proposal for signed kit and balls. It is worth noting that these don't always sell well. The whole idea was being devalued as so many were going out.

Could kit launch go out on Zoom?

Question. Have we dropped Kenneford Farm?

Question. Is capacity still reduced? Was 25% reduction with Covid. Now 10% reduction for operational reasons.

Working Group Updates

Finance and Governance Group

Trust Finance group is meeting next week.

We are nearing the end of the financial year. Auditor is prepared.

A reminder. Please send working group budgets to SC by end of month.

NLM. Would it be possible to publish accounts for supporters every month?

It was agreed to increase financial information to Trust members.

Ownership and Membership Group

Budget '22 -'23 from 1st June- 31st May. Funds needed for Trust celebration - 7th September 2023, 20 years as owners of ECFC. Budget of £3k to cover cost of badges for each Trust member. Working party to be set up to organise celebration, colleagues from original Trust Board to be invited, DT will have contacts, fill the Trust Suite . Budget of £1k to cover cost of new badges now, wait to see our status at end of season before designing.

Season tickets incorporating Trust membership. Spektrix hold up. So will sell as usual, important to do it now while we're doing well.

Heritage extension planned. Change site of bar, include food delivery area, to be done in closed season - quote needed.

Bar & office redevelopment. Waiting for meeting with design consultant. Big Screen launched - gradual evolution of content.

Retail. More advertising of shop on websites & social media needed. Trust merchandise? Spike offered rail space but has not been taken up yet, Spike & Nick Wild to negotiate.

Kiosks. Recent Facebook survey result - card payments wanted, trial run with one machine.

Behaviour. When culprits are identified they will be banned.

Guard of honour. Back on pitch, shoot outs next season with a winter break.

Fixture movements e.g. Friday matches, protocol needed in future.

Awards dinner, tickets on sale, need a push on publicity.

SELCO are new main stand sponsors.

Junior Grecians Easter activities going ahead with a lower capacity due to pandemic. New equipment for Grecian Centre in closed season.

Events. Baden Powell take over, 202 scouts v Stevenage 31st March. Awards evening 23rd April after Rochdale match.

Volunteers event. Due in May, could be affected by Heritage work.

Grecian Goal Group has decided to use all of this season's donations to support "Kit Out the Cliff" campaign. Pledged to buy refrigerated counter for Cliff Hill kitchen @ £3569.

Trust membership 3896 members including 585 JGs & 39 Corporates. Important this is correct if we need it for playoffs/Wembley . 1 new Corporate member last month - Urpud Estate Agents.

Ask the Trust - RK First of 3 trial meetings held. Few members attended but a lot of ground covered. In future each meeting will have a theme. Next meetings, first week in April & May.

Extra Time Hub, funded by £2500 grant to ECCT, also to be used by ECFDSA Carers group. nb. Liaise with Will Barrett.

Suggested Trust website articles ... " How do we spend your Trust subs? " Steve Chudley & Jed Penberthy to collaborate on this.

Community Working Group

The group met with Steven Chown from ECI to discuss the partnership moving forward. Great discussion with lots of ideas around promoting and aiding the work ECI do within the community. Stronger links between both parties respective Comms Groups is under way and a timetable of events, initiatives and promotions is being drawn up.

Work around the joint sponsorship of the Women's Premier Cup Final with The Torquay United Supporters Trust is ongoing. Dave Gribble provided some words for the programme notes and we have offered two VIP match tickets to the Women's team for them to distribute how they see fit. Still haven't been invoiced for this.

Doug Gillard is meeting with Suaad George on Tuesday 19th April to discuss whether the CWG and Trust can help with this year's Respect Festival. Doug has been invited to the Respect Launch party on 23rd April. This year will mark the 25th anniversary of Respect.

CWG Zoom meeting due at the end of April.

Communication and Engagement Group

Julen and Nick have met to discuss a membership drive. Much depends on which league we're in next year.

Clear message is needed from the Club encouraging people to join the Trust.

Key messages to be agreed upon, particularly across working groups. Aiming to be everyone's second club.

Social media traffic is up 40%, with Twitter showing a large increase.

Trust page traffic is also up, possibly because people are finding out how to get tickets

Any Other Business

None

Date of next meeting: Monday 16 May at 18.00