



We Own Our Football Club

**Exeter City AFC Supporters' Society Limited
Trust Board Meeting – 10th July 2023; 19:30
St James Park – RGB Legends Room**

Part 'A' Meeting



We Own Our Football Club

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Agenda

1. Apologies
2. Minutes from the last Meeting – 12th June 2023
3. Chairman's Update NH
 - a. 20th Anniversary Dinner
 - b. VeryConnect
 - c. Opening of the Cliff Hill Training Ground
4. Appointment of Club Board Directors All
 - a. For consideration from Julen Beer (Paper Included)
 - b. For consideration from Nick Edwards (Paper Included)
5. Annual General Meeting & Elections NH
 - a. Proposal for AGM – 18th November 2023 (Peterborough Utd.)
6. Working Group Updates SC
 - a. Finance & Governance (Paper Included)
 - i. Trust Accounts for June 2023 (Paper Included)
 - b. Owners & Members (Paper Included) RK
 - c. Community (Paper Included) DG
 - d. Communications (Paper Included) JB
7. Closing Summary NH
8. Any Other Business All

Minutes from the Last Meeting – 12th June 2023

Trustees present: Nick Hawker, Will Barrett, Julen Beer, Steven Chown, Mark Cordell, Pete Ferlie, Doug Gillard, Clive Harrison, Richard Knight, Jamie Pelmeur,

Apologies: Nick Edwards

Officers Present: Pete Cordwell (Minutes Taker), Ryan Ilott (Membership Secretary)

Apologies: Steve Chudley (Finance Officer)

Also present: Jeremy Tipper

Part B Summary

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

1. Discussed the appointment of a new CEO
2. Heard a report of some issues from the annual EFL conference
3. Were given some final arrangements for Party in the Park on 2 July

Approval of minutes from April 2023 Meeting

Approval of Part A minutes proposed by RK, seconded by JB.

Approved with three abstentions.

Matters Arising

None

Chairman's update

a) Twentieth anniversary celebrations.

Sunday lunch. If you know of anyone who has been missed off the list let Nick know as soon as possible

Monday. Drinks reception in Stansfield stand. Discussions and presentations on history and heritage. Back to Trust Suite for meal. Displays of community work.

b) VeryConnect. Going live this week.



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Appointment of Trust Appointed Club Board Directors

Three nominations. Ballot to be sent out this evening. Deadline end of Wednesday

City for All (see paper)

Thanks to Clive Harrison and Tom (Trust member) for implementing this scheme which has been hugely successful.

It was agreed that money received from donations should be used to buy extra season tickets for the scheme. This would enable families to sit together.

Agreed to continue with the scheme for the foreseeable future.

Working group terms of reference (paper included)

NH thanked the Working Groups for compiling these. We will now move on to the strategy

Finance & Governance

Question. Is there any news on appointment of new auditor? To be pursued.

Owners & Members

Minutes available at above location.

Membership cards have proved to be very expensive. Agreed upon a welcome letter with an option at the end of the letter to send for a membership card (in the interests of the environment)

Community

Minutes available at above location.

Respect festival went well.

Charity networking event in September. Planning is underway.

South-West Supporters' Trust met last Thursday.

Communications

11 Trust Achievements (now 13?) ready to publish. RK to discuss with WB. Trust members to vote by Coventry friendly.

"Responding to social media policy" has been amended.



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Podcast to fit in with 20th anniversary.

Next meeting Monday.

Any Other Part A Business

The official opening of the Cliff Hill Training ground will take place on the morning of the Coventry pre-season friendly.

NH. Thanks for your patience whilst we seek a new secretary.

Big Step ballot for members will go onto VeryConnect. It will be an opportunity to test it out before AGM. Wording for the vote is with MC, with Nick to check.

WB. Thanks to all involved with Respect festival.

AY (Trust Member). Podcast going well.

Offers of friendlies from Motherwell and FC United.

Working with Panachaiki FC from Greece. Is it worth looking at a similar arrangement to Chattanooga FC?

Date of next meeting: 3rd July



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In consideration of Julen Beer as Trust elected Club Board Director

I am seeking your approval for my appointment as a club director at Exeter City.

I have an extensive background in sport. In 2018, I was identified as one of the future leaders in the sports industry by Kick It Out, which allowed me to receive a 'The Next 25' scholarship and study for my MSc International Sport Management at UCFB.

During my MSc I developed skills to enable me to work in senior management positions within the core functional departments of the global sport management industry, spanning development, marketing, finance, operations and media.

I reinforced this further with international experience, spending three months living and working with the Escuela Universitaria Real Madrid Universidad Europea in Spain to attain a Diploma in Sport Management.

During this time I also held roles at a sports agency called World in Motion as a Goalkeeper Analyst, helping identify potential recruitment for the agency through data analysis, and as an ambassador at Kick It Out, aiding with media coverage of the EFL Trophy Final, performing ambassadorial duties at clubs during the Weekend of Action and assisting in organising events.

I have also held a variety of roles within the football club itself. I have been responsible for running the club's online shop, I have been a matchday coach for CCT and I have even worked behind the bar! I have been involved with the Trust for 6 years, originally joining the Comms Group and since becoming a Trustee. I am also entering my 5th season as a scout for the first team, helping identify potential transfer targets and maintaining a good working relationship with our Technical Director, Marcus Flitcroft.

I have also recently moved into the sporting industry in a professional capacity, having held the role of Head of Communications at Devon Cricket since September 2022.

I believe my experience naturally gravitates toward communications and, should I be appointed, I would naturally look to become involved in this area of the club with the aim of strengthening the comms link between the Club and Trust, and leading on Club projects aimed at growing the Trust (such as the One Club Project).

I also have a keen interest in the Women's game and I would look to become involved with the technical board as the Women's team becomes more integrated into the Club structure.



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In consideration of Nick Edwards as Trust elected Club Board Director

I am seeking your approval for my appointment to a club director at Exeter City FC.

Thank you in advance for taking the time to read this document.

Whilst I have only been on the Club Trust Board for a short period, I have been a supporter for over fifty-five years and been a member of the Trust for very many years.

In my work career I have been a senior manager for thirty-four years and have been members of boards for a of years. I also chair a number of industry committees/groups.

I am responsible for a thousand members of staff and a budget that reflects that number.

My passion for Exeter City is well known through family, friends and colleagues.

The reason I am putting myself forward is that I believe I can add my considerable experience to the Board and also to strengthen the bond between club board and Trust board and add considerable experience of financial and general management to both.

I am fully aware of the strength of the bonds between the club and community however I also think that this can never be too strong and hence why I would work towards a more mutual cooperation between the two.

My experience of boards I have served on that they exist to facilitate and provide governance to the business they represent. Whatever we all think about the club first and foremost it is a business and therefore needs to operate as such.

I fully support the community aspects of the club and fervently hope that this continues to grow however without prudent fiscal management this cannot happen.

A board needs to understand the needs and wishes of the supporters, club, and Trust and to manage the club accordingly. What it doesn't need to do is to micro-manage but support the experts in the fields that which they have been in employed in.

If selected I would bring a mixture of business experience and a passion for our club and its associated supported activities.

I'd like to conclude by reiterating that Board members need to understand the dynamics of the business they govern but also saying that it needs to allow the specialists to be free to operate in their field of expertise. The key responsibility of the a board, in my humble opinion, is to guide, direct

and support those who have been employed for their expertise and knowledge to ensure that Exeter City is around for the next generation(s) of our loyal



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supporters.

Thank you for your time.

Nicolas Edwards
02.07.2023

Trust Finance Group

Date: Wednesday 21st June 2023, 5.30pm

Location: By Zoom

Attendees: Steve Chudley, Nigel Banks, Nick Edwards, Jamie Pelmear, Nick Hawker (for sections on Club budget and CEO update only)

Apologies: Richard Knight and Pete Holding

1) Apologies (SC)

Richard Knight and Pete Holding.

2) Approval of minutes from 16/054/2023 (SC)

Minutes approved.

3) Matters arising (SC)

None.

4) Club updates (SC and NH)

i. MACCs and Club accounts

The Group is content that the Club remains a going concern.

ii. Club budget (NH)

The v2 budget has been approved by the Club Board.

The approach to the process had been as NH intended and the Executive team had been challenged to define what they would need to make the Club sustainable at League One level.

There will be a lot of work ongoing around innovation during the year and this focus included ways to achieve small wins on both the playing and non-playing sides.

The budget will be reforecast at specific points throughout the year.

The Group agreed that it would provide a recommendation to the Trust Board to approve the budget.

iii. CEO update (NH)

NH provided his CEO update and some proposed structural changes.

5) Trust accounts and updates (SC)

i. Trust accounts



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The majority of the 2022/23 information has been sent to the Trust's accountant and auditor. There are two pieces of information outstanding which have been requested by SC but the information they already have means that work can begin.

ii. Trust auditor

As previously advised, Stephen Bright will be stepping down as the Trust's auditor at the 2023 AGM. The Trust rules state that an auditor must be appointed at an AGM and so we hope to have a replacement ready to be appointed at the 2023 event.

Stephen and Simon Gould (accountant) are going to make some suggestions for a replacement.

6) Date of next meeting (SC)

SC will email out about possible dates.

7) AOB

None

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June 2023

Opening balance

354,057.20

Receipts

Subscriptions	13,770.72
Calendars	507.63
Cliff Hill bricks	2,024.53
FA Cup tickets	580.00
PayPal transfer	200.00
Donation	200.00
City For All donations	2,041.53

Total

19,324.41

Payments

Payment to club	8,333.00
Sponsorship	25,000.00
Very Connect	7,200.00
Party at the Park donation	1,000.00
FA Cup tickets	580.00
Tournament referees	300.00
Badges	490.80
Audit letter	120.00
Fasthosts	70.88
Survey Hero	38.00
Campaign Monitor	82.09
Expenses	276.44
Signs Express	340.56
Wages/Tax/Expenses	1,527.80
Bank charges	50.80

Total

45,410.37

PayPal

87.08

Deposit account

600,677.44

Total

928,735.76

Notes:

The £340.56 Signs Express amount will be offset by a transfer from the KOTC account

28 June 2023 @ 18:30

Zoom Meeting

1	<p>Select minute taker : Present: Elaine, Clive, Neil, Steve, Ryan and Richard Guest: None Apologies: David and Mark</p>
2 2.1	<p>Approve OMWG Minutes 17 May 2023 Carried. Proposed Clive; Seconded Ryan. Matters Arising: 4.0 Nick Hawker's new Superfan Experience Packages to go live next Wednesday next week with purchases via Shopify (details attached); Very Connect went live today. 500 had completed details so far and the blog was being heavily used. Positive feedback so far. Request for website to support the email launch. 4.2 Steps being taken for University to be booked for 28 April (Oxford at home) 2024 for Awards Evening. 4.5 Both EFL Reviews (Charter & SLO; Supporter engagement) completed.</p>
3 3.1 3.2 3.3 3.3.1 3.3.2 3.3.3 3.3.4 3.4 3.5	<p>Items delegated from Trust Board - Richard Strategy 3.2 Actions from Survey Season 2021/2 – Create engagement, highlight successes and confirm we are listening. Richard to ask Mark what follow up is required. 3.3 Suggestions from Hustings: At last meeting we considered that everything that could be done had been done. But items would remain on Agenda until next AGM to add any new initiatives for the AGM Matters Arising. 3.3.1 Positive Discrimination (on going, dedicated matches and new messages for 2024). 3.3.2 Encourage members to join Part A (Comms WG are including invites in Emails and on website. New Blog on VeryConnect platform should help. 3.3.3 Toilets (Mick), seating/standing bars/Fan Zone. CCO and COO aware. David Lee and Justin Quick reviewing what can be done but heavily restricted by stadium confines). 3.3.4 Queues/hawkers/pre-pouring. (CCO has extra staff planned but stadium confines are handicapping progress). 3.4 Budget 2023-2024. Started spending Celebration money. Pens and car stickers on order. Mark granted £55 seed money for posters. Badges paid for. Members currently being balloted to select best 11 Trust achievements to temporarily replace outdated 10 Reason To Join the Trust signage. 3.5 FX criticism (again) no contact after supporter first contact. Richard had include a Welcome letter in pack for today's SEC.</p>
4 4.1 4.2 4.3 4.4 4.5	<p>SEC – Clive. 4.1 SEC met today. Clive fed back on Will Line presentation on STAXY (student ride sharing app). In terms of football Arsenal or ourselves could be their guinea pigs. Waiting for financials; 4.2 Richard had provided advance paper to SEC on Fan Zone, Family Excellence and Welcome letter to new fans. 4.3 Season ticket sales had reached Clive's target number (both revenue/matches); Party at the Park – support required; Advice leaflets being distributed to local letterboxes by volunteers. 4.4 City for All 23/24 operating procedures changing slightly to reduce staff burden. Use substantial donations to buy blocks of seats. Issuing standing tickets had not proved a problem but individual tickets for seats being returned meant groups could not sit together. 4.5 Supporter Behaviour and detrimental effect on BB Family Area and Disability Areas were under review. SEC and COO would be refreshing messages.</p>

<p>4.6</p> <p>4.7</p> <p>4.8</p>	<p>Supporter Experience: Stadium improvement recommendations anticipated with David Lee and Justin Quick actively looking at seating and facilities. Once words out see sanctions rather than ignored.</p> <p>Upcoming Event calendar being created to ensure things happen to timely launch reviews for activities: Season ticket planning in October; Awards evening when fixtures announced etc.</p> <p>From Standing Agenda:</p> <ol style="list-style-type: none"> 1. Hospitality, Heritage, Trust Suite fully managed by CCO. Heritage Lounge sold out already. Trust Suite would be subject to pricing according to opposition and timing of fixture (lunch/breakfast/brunch/am/pm/evening). £15 standard discounts for Season Ticket holders and Trust Members. 2. Retail: Shop would be closed on Friday to restock new kit. Kenniford to continue next season. Solution being sought with Chunk or another for delivery of pies/pasties in a state we can use. Hot Dogs to become widely available. Healthy options (Bear or similar) to be introduced. 3. Minor Bars and Summer Works. Neil asked for FECRACE promised signage to be completed. SEC to chase. 4. Room and Conferencing bookings. Another new person due to start 1 August. 5. Season Tickets now on general sale at full price. Monday, July 31 – Season ticket sales end. 6. Next Fan's Forums – provisionally July 20 and 5 October. Roadshow to London Exiles 22 March (Orient away next day) suggested. 7. Party at the Park. 9 Stadium Tours full booked, Will be busy. 2 shirt launches. Trust launch 20 Members for 20 years draw with each receiving a shirt. 8. 11 Achievements Under Trust Ownership board was raking shape. First stab at design issued and being considered.
<p>5</p>	<p>Junior Grecians – Because of wait for VeryConnect family package availability there are c300 renewals due. Believe 650 members might be the real number.</p>
<p>6</p>	<p>Events Calendar:</p> <p>June 22 – Fixtures Released</p> <p>June 23 – Players Report Back</p> <p>July 2 - Party at the Park Family Fun Day. Poor support from TB?</p> <p>July 5 – Superfan Experience packages launched</p> <p>July 7 – PSF start at Tiverton. Match sponsored by Senior Reds.</p> <p>July 20 – Fans' Forum (PF/NE) Gary and the New Players.</p> <p>July 28 – JG Train with the Players Day</p> <p>Aug 5 – Opening weekend of season (away Wycombe)</p> <p>August 5 – FA Cup starts</p> <p>August 87 – Carabao Cup Round 1 – Crawley at home 7:45</p> <p>W/C Sept 4 – EFL Trophy starts – (Round 1? Rather than Group stage?)</p> <p>October 5- Fan's Forum with Jeremy Tipper.</p> <p>October 14 – FA Cup Fourth Round Qualifying</p> <p>November 4 – FA Cup First Round Proper</p> <p>December 2 – FA Cup Second Round Proper</p> <p>January 6 – FA Cup Third Round Proper (Carlisle h – involvement of either club would mean a Tuesday rearrangement)</p> <p>March 22 – Provisional date for London Exiles Roadshow</p> <p>May 18 L1 play-off final</p> <p>May 25 May 2024 – FA Cup Final</p>
<p>7</p>	<p>Grecian Goal, 20 Years Celebration, Brick in the Wall & Foundation, - Elaine reported GG raised £5k for last season. Corporate Tournament a great success. Lots of supporters attended and £1200 raised. Invitation to Official 20 year Celebration</p>

	Dinner sent. Second dinner for supporters and 2 from each Grecian Group. CHTG Brick money can go to subsidise dinners as sign had been donated by Signs Express.
8	Trust Merchandise & Shop badges 300 (150 to give away) paid for. Elaine to supervise stock and sales.
9	Very Connect, Membership Numbers & Ownership
9.1	Membership Secretary update on VeryConnect. Membership still to be confirmed. Invites to platform went out today. 500 (12%) had completed registration. Blog and Email is very busy. A lot of expired numbers to action in next phase of work.
9.2	Strategy to increase donations by existing members waiting for One Club group.
9.3	Season ticker stuffer to be include a Trust thank you. Wording now delegated to CCO.
10	Corporate Membership – total 45 and very encouraging. 5 Or 6 are pending. There would be a 1 August renewal date for everyone.
11	Fans' Forum and GGF Annual Charter consultation meeting (Richard) to be held. EFL requested 7.1.1 included to recognise Love Football & Fan Engagement.
12	FSA & FECRACE Neil attended FSA Conference and an “uplifting” Football Supporters Europe Congress which included a session on Women’s football. Trust had agreed to fund Neil’s attendance expenses. Trust received good PR on working arrangement and keeping sustainable. Conference recommend action on behaviour, encourage more diversity by promoting tickets to others who might not otherwise attend. 21 August next Council meeting. Any items with KIO or Diversity welcome.
12.1	FECRACE – reputation spreading far and wide. All 6 signed up to volunteer. But no one for Coventry.
13	AOB
13.1	Trustee re-election this year: Mark Cordell (last election polled 684 votes); Doug Gillard (621); Nick Hawker (835); Kayleigh Jade West (809).
13.2	Seniors’ Christmas Party – Provisionally December 7th
13.3	Volunteer Thank You Evening – Richard to speak to Elaine.
13.4	Replica kits – stock arriving tomorrow. Clive confirmed more generous “size” than Joma and web page will also have size mentioned.
13.5	Exiles Roadshow – preferred date 25 March Leyton Orient
14	Date of Next Meeting 9 August

Next OMWG Meetings 2023

20 September

1 November

13 December

Secretary’s Mobile Phone £400 (RK Nick) achievements. Jed design. RK to nudge Scott.

20 year seed £1,000

Anniver 63-64 £1,000. (Suggest dinner in 2024. Offer some left over funds)

FF Events £1,000

Environmental Travel £500

Budget 2023-24

	Available	Spent
Investment to pump prime Membership/Packs	£1000	
20 year Celeb Badges	£1125	
20 Year celebration dinners	£3000	
Badges 22-3	£1000	
Ground signs	£3000	
20 year seed	£1000	
Anniver 63-64	£1000	
FF Events	£1000	

Communications & Engagement Working Group

Invited: Julen Beer Ayo, Clive Harrison, Nick Hawker, Jed Penberthy, Kayleigh-Jade West.

Apologies: Clive Harrison, Jed Penberthy, Kayleigh-Jade West.

1. Matters Arising

No matters arising.

2. 11 Trust Achievements Board Update & Season Ticket Stuffer

JB: Poll has now gone out to members to select 11 Trust Achievements. Richard Knight has requested Season Ticket Stuffers be produced encouraging people to join the Trust.

3. VeryConnect

NH: New members are now being signed up through VeryConnect. Around 500 members had expiry dates of 2099, which has been reduced to around 150 which will be finished by the end of the week. Once these are fixed an email will be sent to all active members asking them to join VeryConnect.

The next step is to pursue members who have not been paying and are still members. New members should be receiving automated emails already. The suggestion is to have a VeryConnect-specific meeting to cover everything that needs doing next.

4. 20th Anniversary Podcast

JB shared a list of potential guests and requested if any more names needed to be added to the list. JB and JP to update at the next meeting on progress.

5. AOB

NH: We are still having issues appointing a new Secretary. Action: give the person interested until the end of the week before pushing for a new secretary again.

6. Date of next meeting: July 17

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