



We Own Our Football Club

Exeter City AFC Supporters Society Ltd

Trust Board Meeting Minutes Part A

Meeting held via Zoom

Date: 8 February 2021

Trustees present: Nick Hawker, Will Barrett, Jon Beer, Mark Cordell, Elaine Davis, Doug Gillard, Clive Harrison, Pete Holding, Richard Knight, Neil Le Milliere, Yasmin Western.

Apologies: None

Officers present: Steve Chudley (Finance Officer), Alice Cooke (Press and Media Officer), Pete Cordwell (Minutes Taker) Celia Lowman (Membership Secretary)

Apologies: Phil Burden (Secretary)

Part B Summary

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

1. discussed new governance proposals from the Club Board.
2. voted on whether to withdraw the application for St. James Park to be considered an Asset of Community Value.
3. received feedback from the last Club Board meetings.
4. voted on whether the regular payment to the Club, currently suspended, should be considered a donation or a loan.

Approval of minutes from January Meeting

Approval of Part A minutes proposed by Doug Gillard, seconded by Richard Knight
Approved unanimously.

Matters Arising

Steve. £1,000 bequest from a kind supporter. £1,079 received from book sales.

Update of Part A matters from Chair.

Written update from Nick.

Verbal update for guests.

FSA meeting, with Wimbledon about modifying Sustain the Game agenda. Looking for volunteers to attend next few meetings. Doug volunteered.

Budget Options Group. Waiting to hear final costs for capital projects. Budget for renovation of club shop approved. Good business case from Sara.

ECI. Accepted invitation to speak at their AGM.

Views on repeating sponsorship with ECI of £1,000

Yasmin. Should continue because the last year has been badly affected by Covid.

Pete. Shouldn't this be discussed as part of our Charity budget along with other requests we receive?

Mark. Wasn't this the whole charity budget for the last 12 months?

Alastair Yates (guest) Need to decide if it fits with the Trust's aims.

Doug. Hope we can learn from these joint projects. This is a partnership.

Vote

To approve the continued friendship with ECI for season 21/22 at a cost of £1,000

For 10

Against 0

Abstentions 1

Approved.

New Ticketing Solution

Very close to approving this. Should be approved as a Trust membership solution in the next fortnight. Ticketing should be complete by end of the month.

Ball Retrievers

Commentary on Saturday's game indicated people could apply to be a ball retriever. Not the case. EFL have rules and are monitoring performance of ball retrievers. Can't be used to let any fans in.

Neil. **Action.** Club statement needed.

Fountain Centre Lease

Is due for renewal. Details of the lease are in the pack.

Vote

The board would like to have Trust Board's approval to exercise the option to renew the lease in order to preserve the option to acquire the freehold of the Fountain Centre for a further seven years (less one day).

For 9

Against 0

Abstentions 0

Two didn't vote because of a conflict of interest

Neil. Road behind the main stand isn't owned by the Club nor by Fountain Centre. Owned by OTR.

Nick. It's part of an upcoming project so should be resolved.

Data Protection

Nick. Has been talking to lawyers, because of new ticketing system. Trust and CCT should be able to share Club data. Data sharing agreements between the different organisations are being worked on.

Trust Strategy

Hoping to get the Working Group leads together for discussion and possible redraft.

Loan

We'll be asking members soon if they think the £100,000 to the Club should be a loan or donation.

Membership Drive.

Richard. One off campaign being launched this week, by Mark, "Be Part of It". This is an interim campaign to buy some time for our main campaign, on Facebook.

Mark. "Be Part of It" 3 images to go out on Facebook over 3 weeks. Overall spend £140.

Richard. Main campaign launched on May 1st. For subscriptions and renewals. Campaign recurring every 6 months. Other 6 months new members' campaign.

Celia is having real success with retention.

Final two meetings will be 11th and 18th Feb.

We think it might be an idea to offer a suspension of membership, during the pandemic, especially in cases of hardship. (as with Corporates and Junior Grecians)

Alastair (guest) asked about incorporating membership with season ticket.

Nick. It's a perennial discussion. Up again for discussion.

Mark. Need to look at the data.

Nick. Pleased membership going up; conversion rate from JG to full member excellent; new ticketing system will be a help.

Richard thanked Will, Celia, Steve and Doug for making the campaign an exciting prospect.

My City, My Shirt.

Kayleigh. This is an initiative being led by the FSA and Fans for Diversity.

Aim is to highlight diversity and champion multiculturalism in football clubs.

Started at Cardiff City who took two dozen images of fans around the city. Displayed as posters on match days over a period of two months. Final exhibition at Cardiff Cathedral.

Our story so far:

Trust led project. Team Kayleigh, Celia, Will and Elaine. Funding from Fans for Diversity.

Looking for sponsorship from companies like Stagecoach, Signs Express.

Kayleigh doing photography.

Display FSA website, maybe Exeter City Council.

Photos done by summer. Starting next season, running all season. Exhibition tour.

University, Cathedral and Phoenix. Maybe lasting exhibition in ground.

Hope to include interviews with people from the images.

Next meeting 3rd March.

Mark asked about timescale and funding.

Constitutional Voting.

Nick. What would be the process for getting the votes of the members if there was a major decision to be made.

Neil. Understands, with four exceptions, it would be a majority 50% plus 1 vote; could be electronic; wouldn't have to be by mail; would have standing of a general meeting. To change this would require 75%. These are recommended rules.

Pete. Need to consider if there are some decisions where we would like a higher percentage.

Alastair (guest) Danger of an aggressive takeover. I'd like it be higher.

Mike (guest) Could have a category of decisions that might need a higher proportion of votes

Neil. In protecting some major issues, you may become less democratic.

Pete. Should the FGG also look at how to suspend applications for membership, in anticipation of problems.

Doug. Important to consider the numbers voting as well as percentage votes.

Action. FGG to consider the issue, in relation to the CTA.

Working Group Updates

Finance and Governance Group

We've acquired a further ten shares, from the widow of the original owner.

Monthly accounts.(displayed)

Budget Options Group looking at business cases for how money is to be spent, particularly in terms of capital expenditure.

Alistair. Any plans for investment?

Pete. No, simply because of risk and reward.

Ownership and Membership Group

Discussed Dr David Treharne's "Benefit of Trust Ownership" paper.

Clive updated on Junior Grecians and Training Shirt promotion. Might be looking for a school ambassador.

Advent calendar went very well. Special thanks to Elaine for posting the gifts this year.

Cycle for City. Difficult with covid. Badges will be sold. Hope to restart in the summer.

Director for the Day. Elaine and Neil have made a great success of this. We need to look at publicising the Director for the Day.

U 14's Academy sponsorship by the corporates. Thank you to Elaine.

Membership remains very buoyant. Celia is doing a great job "closing the door" by talking to members who wish to leave.

Nick. Could we look at offering a payment holiday? **Action.** Put on agenda for next Ownership meeting.

Nick. Is going to buy two City football shirts. One is for a raffle prize for Ellen Tinkham. From Chairman's budget. The other is for a Trust member who raised a lot of money for MIND.

This will be provided by the Club.

Community Working Group

The group have been emailed for ideas

Devon Supporters' Trust group met at the end of January. This has now expanded to the Southwest Supporters' Trust group. Hereford, Bristol City and Yeovil have joined. Will meet again in a few months.

Would like to get a few more people on to the Community group.

Info. Yeovil Town have had a bad experience with an ACV.

Communication and Engagement Group

The Comms team met this month to design a new content plan for the website and social media, which will include a host of new content including Yasmin's Trusted Talent feature.

Particular thanks to Julen Beer, who has been an essential member of the team in recent months in planning and delivery our content online.

Beyond the delivery of the content plan, the team will be working to support our colleagues in the other working groups to deliver the 'Own the Moment', 'My City, My Shirt' and Match Day Thank You campaigns.

As a note of positive news, the website has had more than 10,000 site visits since it was re-designed in August 2020, which represents around a 300% increase in traffic from the equivalent period prior to the re-launch.

Much work is still to be done to get us to the level that we would like to be at, but this is certainly a welcomed start, and one that will feed into the annual comms-review in May.

Nick. Please keep pushing material, especially Trust Board, to Will. Aiming for 16 features a week.

Nick. Monthly update from the Owners will be revived. I'll send it to Will. Should be on Club website.

Alice. Director of the Day. Articles are on website, in programme and on social media.

Any Other Part A Business

Kayleigh. Flags and cutouts are really missed.

Nick. Will take it up with the club tomorrow.

Mark. Non essential travel is not allowed. We should take this virus seriously.

Doug. I'll be attending the next St. James forum.

Mark. Merchandise?

Clive. Sara is expecting a meeting. I'll arrange with her, Spike and Quinn(for school project).

Richard. Anyone see an article on football and environmental issues.

Neil. Yes. From FSA- setting up a working group. Also, an Initiative, "How green is your football club", with ten clubs. Looking to widen it.

Pete.(from Elaine) Can we renew the small lottery licence with the council. Yes.

Steve. When do we pay ECI donation?

Nick. Not yet.

Neil. The Supporters' Club didn't turn up to the club AGM because the email went to Pete Martin and didn't reach anyone else. It's the first one they've missed.

This has now been sorted.

Neil. I've been asked to be an administrator on one of the Facebook groups. I've turned it down as I understand our social media policy doesn't advise it.

Steve. Expiry dates of DBS?

Clive. It's 3 years and Club will have a record.

Date of next meeting: Monday 8th March. 2021