



Advisory Board Meeting Minutes

Date: 29/01/2024

MEETING MINUTES		
	<p>Persons Present: Clem Morfuni Anthony Hall Mandie Coe James Spencer Chris Kyle Don Rogers Henry Port</p> <p>Apologies: David Coe Jon Holloway</p>	<p>Chairman CEO Head of Women's Football Supporters Trust Official Supporters Club Club Ambassador Club Media</p> <p>Sponsors Representative STFC Community Foundation</p> <p>Initials CM AH MC JS CK DR HP</p>
ITEM	DESCRIPTION	Action
	Actions From Previous Meeting	
	Season Ticket and Matchday ticket prices	AH/CM
1.0	Monthly Financial Update	
1.1	It has been agreed that in order to complete and publish the club financial statement on both the current accounts for this year and upcoming forecast that we will work on this with Fair Game directly. The Supporters Trust has spoken to Fair Game to arrange this and the club confirm that we are happy with this approach. This will keep the full exercise and output fully independent. JS offered to advise and support when needed.	AH/CM
1.2	Time frame for this is asap with a target date set for the end March 2024 for publishing and commentary from Fair game.	AH/CM
1.3	CM has acknowledged that is very likely that he will have to invest at least another £1m into the club each season to mitigate club losses, he has budgeted for this. The club are working through each revenue stream with the aim of becoming sustainable in approx. 2 years' time. The Club is continually looking at all current and potential new revenue streams to improve the club finances going forward.	Note
2.0	General Business	
		Action

2.1	The Club have reviewed the season ticket prices and can now confirm that they will be frozen at the 23/24 season ticket prices. The club does recognise the significant contribution and importance of our season ticket holders make to the club.	Note
2.2	Matchday ticket prices have also been reviewed by the club and confirm that the matchday ticket price will be reduced for the 24/25 season from £27 to £24.	Note
2.3	The Club is reviewing the current season ticket categories to rationalise and reduce these to approx. 6 or 7 ideally. The Club has requested that the supporter groups review these and provide feedback by 12 February.	JS/CK
2.4	The Club is aiming to have all season ticket and matchday ticket prices for next season formally announced and launched at the end of February beginning of March.	AH/CM
2.5	There is an ongoing issue with tickets not being recognised by the turnstiles and this is still being investigated. The turnstile data partner is working on the turnstiles and turnstile software to determine how to recognise tickets correctly to enable us to mitigate losses due to incorrect tickets being purchased.	AH
2.6	Fans Forum (30-01-24) is taking place in the Legends bar with all 250 places taken up. The Club will be showing a presentation of current progress since July 2021 and will also be sharing a 1,3 and 5 year plan.	Note
2.7	Event starts at 7.15pm, doors open at 6.30pm.	Note
2.8	The Fans Forum will be streamed on YouTube.	Note
3.0	The County Ground Stadium	Action
3.1	Another Joint Venture (JV) meeting is scheduled for 31 January. A development proposal is to be presented to JV for thoughts on redevelopment plan and approach.	CM/AH
3.2	The Club is looking to invest further into the pitch in the close season to enable it to be used more regularly. We would like to have the women and academy teams playing more often at the CG next season and also want to avoid games being called off. We are considering various options including stitching the pitch and under soil heating.	CM/AH
3.3	The JV are considering what work will be carried out over the summer. The JV would like to refurbish the Legends Bar into a sports bar during the summer in readiness for the new season. There will be further updates in upcoming Advisory Board meetings.	
4.0	Sustainability	Action
4.1	Bike racks are being considered as part of the development plan of the ground.	Note
4.2	The Club has joined Pledge ball and are currently ranked 12 th across the UK. We will continue to participate in and promote this initiative. STFC players across all teams have contributed to the online recipe	Note

	book that has been produced.	
5.0	Swindon Town Women	Action
5.1	The Supporters Trust have agreed to purchase some tickets to be allocated to grassroots teams and schools for the match at the CG against Selsey Womens FC on March 24. The Club are very grateful for the Trusts support in trying to raise the profile of our women's team.	JS
5.2	The Club are very pleased to confirm that the Womens Team are through to the semi-final of the FA Wiltshire Womens County Cup. They have been drawn against Warminster Town Ladies and the fixture is to be played at FA Wiltshire in Devizes on Sunday 11 February, kick off is at 2pm.	Note
5.3	CM is very happy with progress of the women's team and is looking at how the club and supporter groups can help more, to increase the fanbase season on season going forward.	All
5.4	MC wants to get more people attending women's games and would welcome all ideas from our fan groups.	JS/CK
5.5	MC asked the Supporters Trust and OSC if they could include the women and academy teams in their match day programme page.	JS/CK
5.6	The Club would like to take this opportunity to remind all that the women's and academy fixtures are on the main club website, together with pre and post-match reports and other news.	Note
6.0	Legals	Action
6.1	Centreplate – No change or update.	Note
6.2	Mercedes Car Hire Agreement – The debt will have to be settled.	CM
6.3	Car Park Lease Agreement (Arranged with Power) . We have issued a response but not heard back. The company are suing the club for £60k for loss of income & set up costs. This is ongoing with the respective legal representatives from each side.	CM
6.4	Power v Standing – no update.	Note
7.0	Academy	Action
7.1	Under 18s played Manchester Utd in the FA Youth Cup with a fantastic 2-0 victory which is a real testament to how far the academy has come in recent years. It was fantastic to see an attendance of over 2000 and we thank all that attended on what proved to be a memorable evening at the CG. U18s now face an away fixture at Sunderland on Friday 02 February at the Stadium of Light, 7pm Kick off.	Note
8.0	Supporters Trust	Action
	<u>Don Rogers Statue</u>	
8.1	JS confirmed that the statue delivery has been delayed and installation will not	Note

	be until the summer.	
8.2	CM asked DR and JS where they would like the statue to be facing / positioned and agreement was that the statue should ideally be kicking / facing towards the magic roundabout.	Note
8.3	AH confirmed that he would like to obtain planning approval to ensure that permission is in place for when the statue is delivered. Invite from Steve Mytton has been sent for this meeting to JV group to discuss as a priority to enable a swift conclusion to this matter.	JS
	<u>County Ground</u>	
8.4	Agreement has been reached in principle as to the usage of the remaining JV funds for this financial year. The JV is seeking tax advice to ensure that there would not be any unwanted tax liabilities incurred for this and future projects.	Note
	<u>Museum</u>	
8.5	AH has offered the museum team use of the Robins suite as an interim museum site until redevelopment is completed. This is not a permanent solution only temporary whilst the redevelopment plans are finalised, and final position of the new museum is agreed.	Note
9.0	Disabled Lift	Action
9.1	It has been agreed that the Club, Supporters Trust and OSC will support the installation of a stair lift in the Arkells stand to provide access for our disabled Supporters. An initial meeting has been held, with a Photometric survey carried out on the 16 January 2024. Will discuss further when report received.	All
10.0	Community Foundation & Sponsors Including the Business Group	Action
10.1	There was no update from the Foundation this month as they were unable to attend meeting. A representative will be at the next advisory board meeting.	Note
10.2	The Business Group confirmed that they have donated £1k to the Foundation Barnardo's project and additional £3k towards a new mini bus for the Foundation after the previous one failed MOT and is no longer fit for purpose.	Note
10.3	A Charity Golf day has been booked for 05 June 2024. Details to follow.	Note
10.4	The Business Group are discussing a sporting dinner for 04 October 2024.	Note
11	Official Supporters Club	Action
11.1	CK confirmed that the International Supporters Groups are increasing. CK confirmed that the OSC may need help from the Club with promoting them.	Note
11.2	CK confirmed that the OSC are very confident of hitting their £10,000 target for their chosen charity of the season, the Darby Rimmer Foundation. CK confirmed they are looking to choose next seasons charity in the near future and confirmed it is likely to be a local cause.	Note
11.3	CK confirmed that they have donated their part of the takings from the 50/50	Note

	draw at the Bradford game to help the Community Foundation with the purchase of a new mini-bus.	
12	Advisory Board going forward	Action
12.1	The frequency of the Advisory Board meetings was discussed and it was agreed by all present that these will continue monthly for the remainder of this season.	Note
12.2	Following our discussions, it was agreed that from next season the AB meetings will be held bi-monthly.	Note
12.3	In between the Advisory Board meetings, the Media Team will introduce a video update from Clem which will be available on the club website.	Note
	Next Meeting:	
	5th March 2024	
Questions from fans – provided by Supporters Trust		
	The December minutes state that Clem has injected £1.1m into the club since the start of the season, and that this 'may not be the last cash injection required this season'. They also state that the playing budget for the summer transfer window was not fully spent. My questions are:	
	Was the £1.1m shortfall in line with the club's financial forecasts? Clem expects and budgets for having to invest an additional £1million a season into the club. It is difficult to forecast the amount needed accurately as it's based on many variables during the season. This season has been more than £1million, Clem will continue to invest into the club as required.	
	If not, what costs arose that the club were not forecasting? The only notable new cost mentioned in the previous minutes was £8k on the DRS roof Previous minutes highlight some costs and money being spent including Electrics, CCTV, Arkells roof, fire and risk assessment, maintenance to get safety certificate, paying off previous managers etc.	
	If the playing budget had been fully spent, a higher amount clearly would have been needed to balance the books. Was Clem prepared to cover this as well? Yes, he is.	
	Can you explain why the retail offering in the club store is so bad? The away shirt has been out of stock in almost all sizes since August. I appreciate it was a custom design but for one of your primary pieces of club merchandise to be out of stock for 4+ months of a 10-month season is a disgrace. The same is the case with training wear, all popular sizes of training shirts (L, XL, XXL) have been out of stock for months.	

	<p>Considering our apparent cash flow issues, I'd have thought it sensible to maximise revenue by having stock of items that clearly sold well?</p> <p>Yes, new stock is coming into the club shop at the moment and over upcoming months – It's an ongoing process.</p> <p>There have been various issues from the kit manufacturer regarding logistics and timescales which has impacted stock levels.</p>	
	<p>Would Anthony or Clem like to say anything in reference to Anthony's comments regarding the value of season tickets? There seems to be a disconnect between Anthony's comments to Vic Morgan and the comments in December's advisory board meeting.</p> <p>Anthony Hall and Clem Morfuni are not disconnected on the season tickets, Anthony Hall feels that his comments have been misinterpreted although fully understands why and lessons on communication have been learnt.</p> <p>Anthony would like to offer his sincere apologies to our season tickets holders.</p>	
	<p>There appears to be a lot of negativity amongst some of the fanbase at the moment mostly around the on-pitch performance and the fact we are losing experienced players and replacing them with inexperienced players. This approach although ok, does make me wonder if the strategy is still on the footballing side to have a team with a mix of experience and youth, is this still the case?</p> <p>Yes, it is. Jamie Russell will speak of this in the Fans Forum (30-01-24), it's a blended mix of both experience and youth.</p> <p>Hopefully fans can see this from the players that we intend to bring in during the January transfer window.</p>	
	<p>I would like to ask the club why the disabled officer has been changed from Caroline Lane to James Watts, from the outside and from feedback received Caroline Lane was doing an amazing job in the DLO role and so lots of people are surprised that this change has been made.</p> <p>Changes in responsibilities of staff occur all the time and the club have got James Watts to undertake this role in the interim until they find a permanent replacement for this role.</p> <p>It's taking up more and more time and so needs a permanent owner ideally.</p>	
	<p>I see we are losing our first team physio and looking to recruit a new one already, is there a reason Jack the physio has left so soon, it seems odd and a worry we are losing key roles so quickly.</p> <p>There are no issues, he is leaving for personal reasons.</p>	
	<p>I would like to pass on my thanks to the club and supporters club for the wonderful Christmas support they showed the community including the visits to the hospital from the first team women's team etc. my child was in hospital at the time, and you will never know how much of a positive impact to his recovery this had.</p> <p>This sort of community activity and supporting the less well off or people in</p>	

	<p>hospital in Christmas is a wonderful way for the club to get out into the community, is this something the club might consider extending to older members of the community as well as more regular hospital visits. Thank you and your team was a credit to the club who visited.</p> <p>Yes, and we are working on this. And thank you. The club wants to be a presence in the community. We are making plans for the Women's team to go out to schools over the next few months. With more and more schools setting up girls' teams, our girls will be visiting schools to talk about their experiences in the game.</p>	
	<p>My son is a regular to the junior reds room since it was refurbished and I have to say this is a superb addition to club facilities on match days, the kids love meeting up in the room and enjoying the facilities and meeting players. Huge congratulations to the club for providing this and to Caroline for running this. If fans would like to support the room by donating goods or money to support it is this something that can be done and how?</p> <p>Thank you. All this work is undertaken by volunteers. If anyone wants to support the room in some way, please contact Caroline Lane at the club. We would like to as a club thank supporters, the Trust and OSC for supporting financially.</p>	
	<p>Why are the clubs view on some of the online fans that seem to want to continually berate and attack the club and do they know why they do this?, We all know times are tough and things have not been good on the pitch but it seems counterproductive as fans to behave in this way.</p> <p>I have been watching town for over 40 years and both myself and people who sit around me in the DRS are disgusted to see this sort of behavior and anger and I wondered if the club had reached out to these fans and groups to speak to them to understand their reasons and anger? They hide online but if the club offered them the chance to speak personally in the club I bet they would turn it down as they would have nothing to moan about then. This must be impacting the players on the pitch and as fans we need to support the players in my view, there is nothing wrong with outlining frustrations and opinions in the right way but some of the language tone and disgraceful attacks and bullying behavior towards club employees and also even some fans witnessed is simply unacceptable. I feel these people need to discuss their anger with the club hierarchy and a resolution found ASAP for the good for the club.</p> <p>The club values and encourages feedback from fans, whether positive or negative, as all feedback can be constructive and beneficial.</p> <p>We also welcome the opportunity to address any concerns or issues, the fans forum is a great platform to raise and address these issues in a productive and collaborative manner. If fans wish they can also reach out directly to the club to discuss these concerns.</p>	
	<p>We have had some questions regarding specific fan groups/individuals and we do not want to name these, we will not be printing details, but we (Club, Trust or OSC) are willing to communicate or meet directly to discuss any issues.</p>	

