

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: 28 September 2017, commencing at 19.30

Venue: The Boardroom, the Racecourse Ground, Wrexham

Present: Paul Smith (PS), Sarah Smith Howard (SSH), Mike Lewis (ML), Brian Phillips (BP), Colin Williams (CW), John Mills (JM), Mark Jones (MJ); Richard Ulrich (RU),

Apologies: Anita Robinson (AR), Gavin Jones (GJ), Stuart Roberts (SRo), Simon Rhodes (SRh), Spencer Harris (SH), Mark Williams (MW),

Chair: Peter Jones (PJ),

Independent Secretary: Alan Fox (AF),

1. Matters arising and approval of the minutes of 31 August 2017

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

ACTIONS:

From the 31 August meeting:

| WHAT | WHO | WHEN | STATUS |
|---|------------|------|---|
| 1. To contact AR about her future availability for meetings | AF | ASAP | Ongoing will try text and alternative email address |
| 2. To consider stadium access for trust board members on match days | MW | ASAP | Ongoing |
| 3. To draft discussion document re strategic plan | CW/AF | ASAP | Completed – see later |
| 4. To contact CD about attending a members meeting | PJ | ASAP | Completed and meeting held |
| From previous meetings | | | |
| WHAT | WHO | WHEN | STATUS |
| 1. To agree the demarcation between membership benefits | SSH and GJ | ASAP | Ongoing- will draft an agreement |

| | | | |
|----------------------------------|----|--|---|
| and club commercial activities | | | |
| 2. To arrange for the DBS checks | ML | | Ongoing – will not involve any cost – see later |
| 3. To arrange insurance cover | BP | | Completed – cheaper than last year |

2. Strategic Plan

The meeting held a lengthy discussion about the strategic plan based on the attached document.



WST Performance
Cycle.pptx

As requested CW/AF had revisited the old plan and were of the view that the first six sections (e.g. purpose, aims, vision etc) were still relevant and fit for purpose subject perhaps to some slight tweaking although they suggested that there might now be a need for five pillars namely the four original pillars i.e. Engagement (formerly membership), Revenue generation, Community, Football Operations and, now we have the lease (probably the biggest change since the previous plan was drafted), a fifth pillar which might be called “Customer Experience”. Although this applied to all groups it was argued that there was no overall champion of customer experience to drive up standards and be the advocate of improving things especially within the stadium. Not in order to line manage full time staff but to act as a conduit for improvement. The detail could be worked out later.

VOTE: *Proposed by CW and seconded by JM it was resolved unanimously to create a fifth pillar in the plan called customer experience.*

It was agreed that each group should draft a Big Outcome to be included in the plan with say five key strategies to achieve it based on the attached template.



SamplePlanTemplat
e.pptx

ACTION: Each group to draft a Big Outcome as per the template and post on the Forum before the next board meeting (CW happy to assist if necessary)

The meeting thanked CW for his work on this.

3. Chairman’s Report

PJ mentioned an e mail from a Croatian club who were now fan owned. There was some concern about advertising their just giving page in the programme or on the website as it might trigger similar requests.

PJ thanked PS/SSH/ML for attending the recent Buckley Reds meeting.

4. Financial Security & Revenue Generation Group

PS and MJ updated the board about plans based on the report posted on the Forum:

The meeting agreed that any Christmas raffle profit more than last years could go to the Build the Budget fund. The draw to take place at 17:30 on 1/1/18 and should be streamed live.

PS and MJ showed some sample plaques they had made up for sponsors and others. Plans to introduce these were ongoing.

BP reported as follows:

Account balances

Total Funds held by the Trust = £95,141

Notes:

1. Member subscriptions (paid by cheque, standing order or PayPal) for the period January to August 2017 was £33.1K compared to £30.7K in the same period last year (7.8% increase)
2. The main items of **OTHER** income for the period were:

Fundraising £4.7K

Kop Barriers - £1.7K

Merchandise - £0.5K

Other - £0.8K

Total - £7.7K

3. The main items of expenditure for the period were:

Microcomputer Works - £8.5K – (Wifi installation and other associated computer related works)

Blueprint - £0.8K (printing for the AGM)

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

Postage - £0.4K

Other - £1.3K (Includes the renewal of the Trust's Insurance Policy (£271.60) at a lower price than last year)

Total - £13.5K

5. Football Club Operations

SH had posted a report on the Forum:

The key messages were

- On track financially
- Good form 15 points from 7 games since last meeting (best defence in the league)
- Lots of work on sorting the future underway
- JM informed the meeting about plans for the Chester match. We had been charged by the Welsh FA after the Tranmere match following throwing of flares and encroaching on the field of play. It is believed that Tranmere have also been charged by the English FA.

6. Fans Ownership Group

SSH/RU had posted a report on the Forum

- Membership currently stands at 3,209, an increase of 39 members since the last board meeting. This time last year we had 2,851 members, we are currently 358 members up on that figure which is an increase of 12.55%
- 'Director for the Day' winners have continued to be chosen at random from a competition that is ran on our Facebook page, the 'Director for the Day' for the Guiseley game was drawn at random from our database and a phone call was made to the winner. The last three competitions have reached a total of 23,171 people and the number of people who like the Facebook page has increased from 2,484 on September 1st to 2,508 as of today. The

competitions are generating a great buzz amongst the fans, rewarding loyal fans, increased participation and interaction with what is going on at the club and has also encouraged fans to sign up for membership.

- SSH has agreed a benefits package in principle with GJ, we have approximately 12 benefits in place and ready to go. SSH and GJ need to sort the legal side of the package out and SSH is waiting on GJ for the agreement that is already in place with our sponsors.
- MW made us aware of a number of duplicated memberships on SABO and RU has now completed the administration work to resolve these.
- RU streamed Kingsley Evans' interview with Carl Darlington at the recent Members' Meeting in the 1864 Suite. The live stream and replays of the stream had a total of 3,300 views which is incredible.

7. Community Report

CW had posted a report on the Forum:

8. Strategic Performance Cycle

Following the Planning Meeting on 14 August we need to “identify the pillars and big outcomes” to start the debate before the Plan is drafted.

The date of the next WST board meeting is Thursday **26 October 2017** at 7.30pm (RU said he is on holiday)

The meeting closed at 22:30

ACTIONS from this meeting:

| WHAT | WHO | WHEN |
|--|------------|-------------------------|
| 1. Each group to draft a Big Outcome as per the template and post on the Forum before the next board meeting | ALL | Before the next meeting |

OUTSTANDING ACTIONS from previous meetings:

| WHAT | WHO | WHEN |
|---|------------|-------------|
| 1. To consider stadium access for trust board members on match days | MW | ASAP |
| 2. To arrange for the DBS checks | ML | ASAP |