



Cardiff City Supporters' Trust Board Meeting
Thursday March 8th 2012 at 6.30pm. Venue - Deri Inn

Present:

Tim Hartley (TH - Chair), Tracey Marsh (TM), Brian Mertens (BM), Keith Morgan (KM), Nigel Turner (NT), Phillip Nifield (PN), John Isaacson (JI - Notes)

Apologies: David Craig (DC), Gareth Jones (GaJ), Geraint Jones (GeJ)

1. Approval of Minutes

Minutes of the Board meeting of February 7th were approved as a true record, with the following change:

GaJ was present at the meeting and DC had sent his apologies.

2. Action Points

APs from the previous meeting were reviewed and discharged, except where included/updated below. New actions arising are also included here.

- 2.1 **BM** awaiting Club decision re selling goods in Trust Office.
 - 2.2 **GeJ** to copy the Supporters' Direct DVD to Board members.
 - 2.3 **BM** to send information gathered on other Championship Club Supporters' Trusts to Board members.
 - 2.4 **DC** to write to Phil Dwyer thanking him for the book signings and the money raised as a result. (Secretary's note: DC awaiting Phil's address.)
 - 2.5 **GeJ** to put all Policies and Terms of Reference together in one place in a section on the Trust website.
 - 2.6 **TH** to invite TG to a future event.
 - 2.7 **GeJ** to pass the Trust banner to TH.
 - 2.8 **GeJ** to draft agenda for AGM.
 - 2.9 **GeJ** to highlight changes in the 2011 Supporters' Direct Model Rules.
 - 2.10 **TH** to send out updated Annual Report for comments.
 - 2.11 **NT** to check availability of prospective guest scrutiner for the election vote count.
 - 2.12 **TH & KM** to liaise on organising the community 5-a-side tournament – date t.b.c.
 - 2.13 **All** to consider alternative venues for future membership events.
 - 2.14 **TH** to ask the club at the next meeting how they could help us reach our target for the Fred Keenor statue; also about insurance and the possibility of lighting.
 - 2.15 **TM** to address revamping the membership literature at the next membership meeting.
 - 2.16 **TH** to write to Brighton & Hove Albion to thank them for the experience the club provides for away fans.
 - 2.17 **JI** to provide PN with feedback from Brighton meeting for a match day programme.
- All Group Leaders** to provide reports at least 8 days in advance of Board meetings to JI.

JI to circulate Group reports with the agenda and previous minutes.

3. Matters Arising

3.1 KM had arranged annual public liability insurance prior to the Leeds event, at a cost of £340, with the company recommended by Supporters Direct. This provides cover for up to 20 events and £2m.

3.2 JI reported that Sybil Williams would not be available to act as guest scrutiniser for the election vote count.

3.3 TH will give the Club a cheque for the Trust's £1k contribution to the memorial garden at the meeting scheduled for March 21st.

3.4 The Board congratulated TH on being successful in the Supporters Direct Council Elections.

4. Correspondence

There are 2 forthcoming Supporters Direct events: a South West Regional Meeting and a Board Member Development Day. BM and JI would attend both events.

5. Chair's Update - TH

5.1 TH had been interviewed for TV and radio, and PN for radio, on the Carling Cup Final.

5.2 TH had attended the February 22nd Club event.

5.3 TH will be hosting 20 people from the 2 Cardiff synagogues at the Burnley game on March 18th. There will also be a community 11-a-side tournament on Sunday April 22nd with the local Jewish community.

6. Subgroup Reports

Updates and key points provided to the Board prior to the meeting are below.

6.1 Finance Report - KM

6.1.1 The 2011 accounts have been submitted to Watts Gregory.

6.1.2 Membership income for February was around £900. Current a/c stands at £13k and reserve at £6k. We have a commitment of £1k to the memorial garden.

6.2. Membership Report - TM

6.2.1 The Leeds event was deemed a great success, with good feedback. It also provided some useful learning points for future events, including the need to promote membership more.

6.2.2 Next year is the tenth anniversary of the club's promotion to the Championship, which could provide the basis of a future event.

6.2.3 The next membership meeting will be on Thursday March 15th.

6.3 Communications Report - PN

6.3.1 213 copies of the Trust magazine have been distributed to members, and a further 224 sold, from the 1,000 copies made. The following points were **agreed**:

- check number of magazines remaining after the next 3 home games;
- produce 2 magazines each season;

- print fewer magazines, unless the cost difference is marginal;
- plan the sale of magazines more effectively.

6.3.2 PN reported that he had sufficient items for the Trust page in the next 3 programmes. The Hull programme would mention the forthcoming distribution of election packs on March 16th.

6.4 Fred Keenor Report - PN for DC

6.4.1. We have had confirmation that the Welsh Govt will donate £5k to the Statue Appeal. Thanks have been sent to Julie Morgan AM and Mark Drakeford in particular, and to those AMs who both wrote to and spoke to the Minister for Sport and Heritage on our behalf and to those fans who wrote to their AMs.

6.4.2 The Cardiff City Supporters' Club and other coach organisers raised a substantial amount from the addition of £1 per person to coach fares to the Cup Final for the appeal fund. Thanks are due to them and to the following who also provided contributions from the Wembley trip: Carl Curtis, Tony Jeffries, Mike Gale, Gerry Wadley, Dave Sugarman, Lene Groning and Phil Lathey. The total raised from this initiative stands at £4,237.30.

6.4.3 The Leeds Utd Night raised £600 from the raffle, sale of statuettes and badges. Thanks to all those involved with organising the event and to Tracey Marsh in particular.

6.4.4. A letter has been sent to Cardiff Council requesting release of the £15k pledged, as invoices for £45k have been paid.

6.4.5 The total raised is in excess of £70k, less than £15k from the target. A press release is to be sent out tomorrow. There will also be a photo call in March or April.

6.4.6 Still awaiting response from the FAW. NT suggested also asking the English FA for a contribution, given the historic significance of Cardiff's FA Cup win.

6.4.7 A plaque for the statue will cost an additional £1-1.5k.

7. Progress against Key Priorities

This item was covered in the Open Meeting with Trust members, which followed the Board meeting. TH reported that progress against the priorities would form the basis of the Annual Report at the forthcoming AGM. After the AGM, the new Board will need to agree a new set of priorities for 2012/13.

7.1 Concentrate on one project (e.g. Memorial Garden) The Memorial Garden has been started, after much lobbying by the Trust. It will include a number of rose bushes, and Fred Keenor's original gravestone.

7.2 Engage more with membership and drive up numbers Benefits to members have included the Real Madrid and Leeds evenings, and the Trust magazine.

7.3 Strengthen links with and learn from other trusts Links have been formed with Chasetown and Portsmouth. JI and NT reported on a meeting held with Joel Essex prior to the away game at Brighton & Hove Albion on March 7th. Joel works 3 days a week on publicity for Albion In The Community (AITC). The following points were covered, with the inclusion of other observations while at the match.

- There is currently no Supporters' Trust, as there has been strong fan commitment, working in unison with the club, to drive forward on

securing a new stadium in the locality, after the Goldstone Ground sell-off in 1997. There has been some debate amongst supporters over the pros and cons of a supporters' trust, given the recent history of the supporters' campaigns and the fact that the Chairman is a lifelong Albion supporter.

- The community work carried out by the club and based in Brighton, was a factor in securing the club's new home, reflected in the name of the stadium. The council provided the land for the stadium.
- Although Cardiff City does a lot of good work in the community, it does not appear to be as visible as that of AITC. Some examples are:
 - o The web sites for the two clubs are managed by the same company and so have the same presentation. Where the Cardiff site has a "Commercial" button on every page, Albion has a "Community" button.
 - o The stadium is called the "American Express *Community Stadium*".
 - o Latest information on community work was presented on the screens at half time. There are 2 screens, providing visibility to all fans in the stadium.
- AITC has a 5 year Community Plan and dedicated staff.
- Dick's Bar, named in honour of life president Dick Knight, is open to the public on non-match days Monday to Friday and to all ticket holders before and after Albion fixtures. The guest beer on the day was Brains bitter (also available in the away fans' bar).
- There is a high level of engagement with the supporters on community work.
- The club provides tickets to people who otherwise could not attend a match (e.g. disadvantaged kids), nominated by supporters.
- All the seats at the stadium are padded.
- If there is someone with an equivalent rôle at Cardiff, Joel Essex would be willing to liaise with that person. He comes from Cardiff and is a Bluebird!

7.4 Have a home for the Trust at the stadium This has been achieved and is proving to be a valuable resource. The office is near Gate 5.

7.5 Strengthen links with local communities - attend festivals and links with charities (e.g. Ty Hafan) These have included the Grangetown Carnival and 5-a-side tournaments. In the wider community, TH has been helping to build grassroots community football in Kenya.

7.6 Get the Keenor statue started The total raised is in excess of £70k, less than £15k from the target.

8. AGM Update

TH has booked the Duke of Clarence for Tuesday May 22nd.

9. Board Elections

9.1 TM reported that Karen Wolfendale was willing to assist with the election process, but would not be available as a member of the committee.

9.2 TM had provided a list of all members to GeJ over the age of 16 as at February 29th 2012.

Noted: Anyone seeking election to the Board has to be a member at the above date, and Board members have to maintain their membership.

9.3 There are 5 elected Board members who do not need to seek re-election, and 4 spaces available to those seeking election. It was therefore not necessary for TH and KM to stand down and seek re-election, as reported in the February minutes.

9.4 If there are more than 4 candidates seeking election, the count will be carried out on Thursday May 10th by Karen Wolfendale, Paul Evans and Creighton Harries.

10. AOB

None.

11. Dates of future meetings

All meetings to start at 6.30pm in the upstairs bar of the Deri Inn. Dates to the end of the season are as follows:

Tuesday April 3rd

Tuesday May 1st

(Secretary's note: the room has been booked with the Deri for the above dates.)

12. Open Meeting with Trust Members

Present:

Brendan Sadka; Dai Rhys Towler; John Sithers

12.1 Progress against the Trust's Key Priorities was covered here (see item 7 above). The following points were raised by members.

- There is little communication between the Club and fans outside the UK, and even outside Cardiff, which the Trust could help to bridge. Events could be streamed and the Trust magazine could be taken abroad, e.g. by Scott Young to Malaysia.
- The membership literature for joining the Trust should be revamped, and the Trust could market itself better.
- The magazine could be sent to other Trusts and to Supporters Direct events.
- The experience at Brighton for away fans was excellent, from the welcome by the stewards, to departure.

12.2 TH invited the members present to raise any points they wished to be aired at the next meeting between the Trust and the Club, to be held on March 21st.

- Ticket bundles could be offered for supporters who cannot attend sufficient games to warrant purchasing a season ticket.
- Rain macs could be supplied to people in "wet areas" when needed, as they had been at Ninian Park.
- Issues encountered with queuing and ticketmaster for Carling Cup tickets.

12.3 Other points raised.

- Ask TG et al how the Trust can help with communication with fans in Malaysia.
- At the AGM, identify the available amount in the Trust's funds, and ask members how they would wish it to be spent.

End of meeting