



CARDIFF CITY SUPPORTERS' TRUST
Minutes of Board Meeting
Tuesday November 4th 2014
Llandaff Institute, 7pm-8:45pm

Present: David Craig (DC – Chair), Tim Hartley (TH), Keith Morgan (KM), Jeff Mansfield (JM – notes), Phil Nifield (PN), Brian Mertens (BM), Jon Day (JD).

1. *Apologies & Welcome*

Apologies received from Sian Branson, Geraint Jones.

2. *Approval of Minutes of October 7th 2014.*

The minutes were approved as a true record.

3. *Matters Arising*

1. TH reported that we were unlikely to receive any minutes of our meeting with SLO Adam Gilliatt. This was disappointing.

2. DC has asked for information from Cardiff Story museum about the Oral History Project. He will be meeting them soon. TH will ask them as well. It would be good to get a school involved with this.

4. *Finance Report*

KM had received bank statements and reported that our income is down compared to October 2013. Some members were not renewing, resulting in loss of income. We need more members to use standing orders. KM will circulate figures and a commentary on the membership spreadsheet, with current figures, provided by Paul Evans.

5. *Membership Report*

Paul Evans had circulated a spreadsheet with details of membership and status. The total is still a good figure but concern was expressed at the failure of some members to renew. The issue was addressed in detail during the course of the meeting (see below).

6. *Confirmation of Business Plan*

Discussion now focussed on the urgent business of approving and adopting

our Business Plan for 2014-15. The five aims of the Plan – Dialogue, Participation/Representation, Community Activities, Connection – were subjected to a thorough analysis. The objectives and possible actions for each of the four strategic aims were discussed. Some items were deferred to next month's meeting.

1. Dialogue with members and CCFC

The objectives were approved. Events planned include an evening with Peter Jackson in January (PN) and a social event for families during the Easter School Holidays (SB). The Trust Office is now well-established and BM wants the office to become a meeting point for Supporter Liaison Volunteers, when the club appoints them.

2. Participation/Representation: increasing our influence and campaigning for a Supporters Director on the Board of CCFC.

Given that Mr Tan may now have as much as 87% of the shares the Board felt there was little point in increasing our shareholding at this juncture: we have enough to give CCST legal rights. We have asked CCFC to get involved in various activities but without response. It was noted that there does not appear to be a functioning Board of Directors at CCFC, and at least one Director was against Trust representation. However it was very important to have a Supporter Representative on whatever Board now exists, and it should be from CCST. BM will take advice from the national organization of supporters' trusts, Supporters Direct (SD), on how we can best pursue this. JD will make enquiries at Cardiff Council, who are stakeholders at CCFC. The Board is totally committed to achieving this goal and will work unceasingly to bring it about.

3. Community Activities

Our ongoing work with the Cooperative Group was added to the list of Possible Actions. TH explained that Game On works for regeneration of the coalfields and we will work with them. We will continue to support Citizens UK and its main objective ie developing the capacity of people to participate in public life/enabling them to be involved in decisions that affect them because there is much in this that can help inform the work of the Trust and especially those working for greater participation in the running of football clubs.

4. Connection: ensuring the Trust is inclusive and representative.

The objectives and actions were approved. TH is working with SD on a manifesto for Supporters Trusts, to be presented to all political candidates at the next General Election.

Agreed: the amended Business Plan was adopted, and will be sent to GeJ for redaction.

7. *Suggestions on improving communication/recruitment*

Board members had drawn up a long list of suggestions on how we can improve our communication with membership as well as retain members. A lengthy discussion took place.

1. Agreed to submit content for inclusion in the match programmes when we have something really significant to communicate, rather than every game, which is not necessary.

2. Efforts will be made to encourage members to use standing orders, including discounts. Other incentives to encourage new members were discussed and BM will post details on the notice boards at the Trust office at CCS.

3. PN and JM agreed to send regular mailings from SD to members: this item was deferred to December Board meeting for further discussion.
 4. Meetings with members: item deferred to December's Board meeting.
 5. Annual survey of members to be held in January. Discussion deferred to December Board meeting.
 6. Joint membership with CCSC was not thought a viable option.
 7. Junior Trust: the Board delegated this project to SB and expressed its confidence in her.
 8. Possible new web site: agreed that Board would look at our web and decide on whether to re-design it at December meeting.
 10. BM will start sale of blue Santa hats will start on 21 Nov at Reading game.
 11. PN proposed a monthly draw for members with gift vouchers. Deferred to December.
8. *AOB*
TH reported on several matters:
1. SD along with Football Supporters Federation is looking at formal training for SLO's.
 2. All political parties are now interested in the idea of Living Wage.
 4. SD Council elections for England and Wales are being held soon.
 5. TH will update us on the proposed SD Wales.
9. *Next meeting*
Tuesday Dec 2nd, 7pm Llandaff Institute, 7-8:45pm

THE MEETING ENDED AT 20:45