

Cardiff City Football Club Limited (the "Club")

Minutes of a meeting of the senior management of the Club and the official fan groups, held on Friday 29 November 2013 at 5pm.

PRESENT

Mehmet Dalman
 Simon Lim
 Malky Mackay (MM)
 Amir Fitzhugh
 Wayne Nash (WN)
 Julian Jenkins (JJ)
 Barrie McAuliffe (BM)
 Tom Gorringe (TG)
 Johelle Roxberry

Tim Hartley
 David Craig
 Keith Morgan
 Clive Francis
 Vinkle Alm
 Allyson Rees
 Paul Corkrey

POSITION

Club Chairman
 CEO
 Manager
 Head of Legal
 Head of Operations
 Commercial Director
 Head of Communications
 Head of Sales and Marketing
 Commercial Assistant

Trust Chairman
 Trust Vice-Chairman
 Trust Board Member
 Supporters Club Chairman
 Supporters Club Member
 Supporters Club Treasurer
 Disabled Supporters Member

		Action point	Due date
1	Call to order		
1.1	The meeting was chaired by the CEO, who declared the meeting open.		
2	Introductions		
2.1	Cardiff City Supporters Trust is a democratic organisation committed to giving City fans a voice in the decision-making processes of the Club and to strengthening the links between Cardiff City FC and the community it serves. It is affiliated to Supporters Direct which is funded by the Premier League.		
2.2	The Supporters Club represents the opinion of its members. Communication between fans and the Club is critical. The Supporters Club is involved heavily in away travel.		
3	Communication		
3.1	The Trust called for regular and structured meetings and an agreed way of reporting on the meetings, stating that it felt the Club is missing out on fans' opinion by not engaging often and regularly.		
3.2	The Supporters Club stated that it has good communications with the Club, but agreed that regular meetings are needed with more parties present. It was open to discussion on frequency of meetings.		
3.3	Disabled fans are happy with communication with the Club and facilities provided. However, representatives state that facilities at other grounds are lacking, making some fans reluctant to travel.		
3.4	The Chairman asked those present for their views on how regular the		

3.5	<p>communication between the Club and supporters groups should be.</p> <p>The Chairman is unable to commit to meetings every 6 weeks due to existing schedules and Club business. The Club will interact with the supporters groups on any issues that fall outside of the meeting schedule. This can be facilitated through TG, the Supporters Liaison Officer. Agendas for future meetings will be circulated to relevant parties at least one week prior to the meetings.</p>		
3.6	<p>The Club will communicate with other teams and the Premier League in relation to their disabled facilities and the treatment of our fans.</p>	WN	
4	Corporate governance and finance		
4.1	<p>The Trust called for changes in the Club's board to be communicated to supporters, with information on their background. The Trust explained that it felt the fans would benefit from having a little more background information about the board and individual's roles.</p>	BM	
4.2	<p>The Chairman explained the last board meeting was held on 14/10/13 and that it was very formal and professional. He stated that the Club will continue to look at ways of improving the board. As of the last board meeting, four committees were set up: the Nomination and Corporate Governance Committee, the Audit Committee, the Health and Safety Committee and the Stadium Expansion Committee. He added that we will restructure as we evolve, with an independent board member desirable. MM is asked to attend board meetings. The Chairman is happy to extend an invitation to representatives of the Supporters Trust and Supporters Club to make presentations to the board and to present the views of their membership. The Chairman noted that the composition of the board would be likely to change in the future with individuals with specific skills brought in.</p>		
4.3	<p>The Chairman stated that members of the board give advice and oversee execution of decisions. The board is accountable to the shareholders, and in this case there is one majority shareholder who has the power to vote or not to vote in favour of the board.</p>		
4.4	<p>The Trust asked if director's positions are to be advertised and if board meeting minutes will be published.</p> <p>The Chairman noted that he is flexible and his preferred route is to recruit through an independent head hunting firm. He added that no minutes from board meetings will be publicised, as this could inhibit the board from speaking freely.</p>		
4.5	<p>Trust asked if the accounts from this year likely to come out soon as some clubs have released theirs. The CEO replied that the Club is waiting on one document to be signed off and the accounts would be released shortly, but confirmed that the Club was on target to make a profit this financial year.</p>		
4.6	<p>The Supporters Club stated that they felt the Club was disunited before MM joined. It is widely believed that he united the Club's fanbase.</p>		
4.7	<p>JJ noted that statistically the Club performed very well compared to other clubs for player and community visits. The House of Sport and Football in the Community department offer a variety of services for the community. In terms of the Club and the community, the Club does more than most. It is very much a community club.</p>		

4.8	<p>The Trust claimed that the positive messages aren't always getting across to the fanbase. The Club stated that these activities are regularly included in the Club newsletters and social media channels, pointing particular attention to the current 'Thanks a Million Revisited' section. The Club added that it will look at building improved coverage with the South Wales Echo for the publicity of community initiatives.</p> <p>It was agreed that the Club will attend project led meetings on request of the Trust when joint projects arise. The Chairman requested that these are added to the agenda of every board meeting and the Club will then see what it can do to assist.</p>	BM	
5	<p>Publication of Board Minutes</p>		
5.1	<p>It was agreed that this had previously been covered off under the other items of the agenda.</p>		
6	<p>Away Kit</p>		
6.1	<p>The Trust asked if it was possible for the Club to wear blue for away matches and cited other clubs that have a set away kit and questioned whether there was a ban on the blue kit.</p>		
6.2	<p>The CEO stated that the Club will play in its primary colours when possible, but confirmed that there is absolutely no ban against the Club wearing blue.</p>		
6.3	<p>The Supporters Club stated that the transition to the new kit and rebrand could have been smoother if the team played in blue when possible at away games. It stated that it does not agree with the primary colours theory and added that more people would be on the Club's side if it wore blue away from home whenever possible. It was suggested that doing so would also unite fans.</p>		
6.4	<p>The Chairman concluded that the intention is to wear the primary colour. However, the team will wear the alternative blue kit at certain away matches. In addition he reminded fans to use meetings such as this as a forum to present the views of their bodies moving forward, and these will then be discussed at board level at the Club.</p>		
7	<p>5 year price freeze</p>		
7.1	<p>The Trust asked if fans would be engaged on any price changes and whether fans would be repaid for loyalty to the Club. The Club stated that it is currently looking at prices for 15/16 season. The Club is a success story with season ticket sales and dynamic ticketing. The Club will consult with this group prior to announcement of prices.</p>	JJ	
7.2	<p>The Club noted that 33% of its fans are women which shows how far it has come. The Family Stand has been shortlisted for numerous awards both nationally and internationally this year winning the Best Innovation prize at the recent Football Business Awards. Even further progress is shown by the fact the Club had no arrests at the Swansea fixture. The Club is currently in a good position with a solid foundation, thanks to the contribution of key stakeholders.</p>	TG	

<p>8</p> <p>8.1</p> <p>8.2</p>	<p>Improving the atmosphere - big banners, flags and rollers</p> <p>The Trust suggested using roller banners for atmosphere and fan engagement.</p> <p>The Club stated that it had created a timeline where fans migrate to different stands and areas during their life, depending on their shift in demographic, either social or economic.</p> <p>WN acknowledged that the stadium is about memories, and that the atmosphere is improving year on year. "We have other Clubs congratulating us on what we create on a match day. A number of clubs are following our lead with the atmosphere we create".</p> <p>It was agreed that aspects such as the live band and new signage have helped to improve the atmosphere within the stadium this season. The Club acknowledged that the atmosphere is fan generated and ideas need to be organically created through the fans. This dialogue will continue with all ideas considered, the Club being happy to listen to new proposals.</p>		
<p>9</p> <p>9.1</p> <p>9.2</p>	<p>The Club's vision moving forward</p> <p>The Chairman addressed the group on the Club's visions moving forward, drawing particular attention to performances on the pitch and becoming a sustainable Premier League Club. He went on to discuss the importance of staying in touch with fans by using the Supporters Trust and Supporters Club and his desire to deliver honesty and transparency. WN was invited to discuss upcoming developments, in particular the new training ground development.</p> <p>WN stated that we are currently dealing with council planning to meet criteria. We will start enabling work on Monday 2/12/13. Planning permission should come in March 2014. It will take 2 summer periods to construct the facilities we want and we are keen to start works in Spring/Summer 2014.</p>		
<p>10</p> <p>10.1</p> <p>10.2</p> <p>10.3</p> <p>10.4</p>	<p>AOB</p> <p>The Trust enquired as to whether there were opportunities for the public to view the training sessions. MM stated that there is no access for the public at the training ground. The training ground is a secure site to stop staff representing opposition teams coming down to watch players train. Schools have the chance to attend training sessions occasionally and the Club also holds open sessions in the stadium where possible.</p> <p>The Trust enquired if there had there been any thought of there being a female member on the board if 33% of the paying customers are females. The Chairman stated that gender isn't an issue. Skill set is what is most important.</p> <p>The Disabled Supporters' representative asked if the Club had had any thoughts on starting stadium tours. The Club stated that it is something it was looking to do in the future, establishing an interactive stadium tour with a timeline. The Club will also gauge demand from supporters.</p> <p>Attendees were reminded that the minutes will be distributed to all parties following this meeting and asked attendees to adhere to the procedures including confidentiality sent out prior to the meeting.</p> <p>The CEO closed the meeting by stating that the next meeting will be held at</p>		

	the end of February. Should the supporters groups wish to put new items on the agenda for the next meeting, they should send them to TG who will also send out invites in due course.		
--	---	--	--