



Exeter City Supporters' Trust
Board Meeting
RGB Legends Room
11th February 2019; 18:00

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Agenda

NB Items marked * indicate that a resolution and vote will be required.

Appointment of Trust minute taker* NH

Introduction of Phil Burden and Phil Rugman NH

18:00 - 18:45 Andrew Rothwell – Club Board Director Q&A

Part 'B' (19:00 – 20:00)

Apologies

Approval of minutes from the last meeting

Matters arising

Endorsement of Andrew Rothwell as Club Board director* NH

Endorsement of David Clough as Club Board director* NH

Update of Part B matters from Chair (Papers included) NH

Any other Part B business

Part 'A' (20:00 – 21:00)

Apologies

Approval of minutes from the last meeting

Matters arising

Update of Part A matters from Chair (Paper included) NH

Trust Audit

Terms of Reference for Performance & Audit Board*

Trust Board Group Updates:

Finance & Governance Group (Papers included)

Trust Receipt & Expenditure Account (Dec '18, Jan '19) SC

FGG Statement PH

Ownership & Membership Group (Paper(s) included) MC

Adoption of Social Media Policy* DG

Review of Trust Strategy CP

Purchase of plastic bags for Club shop - £300* ED

Survey/Statement on Gambling NH

Community PF

Approval of book publishing contract* NH

Communications (Paper included)

PM

Appointment of Mark Cordell to the Performance & Audit Committee*

NH

Appointment of Trust Risk Committee representative

NH

Purchase of share(s) in Chattanooga FC*

MW

Any other business

Date of next meeting: 11th March 2019

Part 'A' Minutes from previous meeting

Exeter City Supporters Society – Trust Board Meeting

DRAFT Trust Board Meeting Minutes - Part A

Meeting held in the Boardroom, St James' Park, Monday 10th December 2018

Trustees present:

Nick Hawker (Chair), Elaine Davis, Paul Farley, Doug Gillard, Clive Harrison, Neil Le Milliere, Pete Martin, Martin Weiler, Mark Cordell, Jon Beer, Chris Phillips

Officers Present:

Apologies

Pete Holding, Alice Cooke, Steve Chudley

12/12/A1	Minute taker Pete Martin offered to take the minutes of the meeting on this occasion
10/12/A2	Minutes of the meeting of 12th November 2018 Agreed as a correct record.
10/12/A3	Matters arising There were no matters arising for discussion
10/12/A4	Update of Part A matters from the Chair Nick Hawker spoke to his paper on Part A matters, mentioning that the BBC had taken an interest in the work of the 'Sporting Memories' group and he was hoping to give an interview to the BBC on Wednesday 12 th December. Martin Weiler said he was fascinated by the new mini-office. Nick explained that this was in fact a gift from the company that had supplied the new toilets
10/12/A5	Trust Board Group Updates <i>Finance and Governance Group report</i> Although Pete Holding had submitted his apologies to the meeting, Nick suggested

that the papers he had submitted spoke for themselves and trustees should refer any questions direct to Pete

Ownership and Governance Group Report

Mark Cordell, Group lead, stated that the first Youth Council meeting was scheduled for 29th January,

Elaine Davis spoke about the organisation of a Fan's Forum. Nick felt that it was unlikely that the Club would organise one itself and more likely to be a joint event. Nick suggested he would quite like to see a Forum centring on the Fan's Survey with David Clough, who had 'masterminded' the survey to present on the science of it. Nick would discuss with Julian Tagg.

Martin Weiler reminded Trustees that it would be the 20th anniversary of the Trust in 2020 and thought should be given to how we celebrate same.

Elaine mentioned that David Clough was working with the University regarding inclusivity, ethics and the involvement of women.

Community Group

Paul Farley stated that information about the group's work had been sent out to new Trust Board members in the hope that folk would get involved in "little things". He felt it so much better when we get involved.

Martin Weiler spoke of the Museum Trust Charity (now a charitable arm of the Trust and, effectively, the Supporters' Trust's version of CCT).

Paul spoke about a new 'Kick it Out' app that can be installed on mobile phones in order to report untoward events more easily. People will be encouraged to install it and use it as necessary.

The book that is planned on the history of St. James Park was discussed. A paper had been provided which set out the various financial scenarios and Nick Hawker requested views on these. October 2019 is the 125th anniversary of the first ever football match at St. James Park and the book should be of considerable interest

Chris Phillips queried the likely effect on financial reserves.

Elaine Davis suggested asking the various supporter groups to sponsor the book. Paul Farley undertook to produce an appropriate form of words to go out to groups

Nick Hawker pressed that there was a need to make a formal decision and Martin Weiler moved the underwriting of Option 1. The ensuing vote was carried unanimously.

Communications and Engagement Group

Pete Martin, as Group lead, had submitted a copy of the minutes of the group's most recent meeting. There was nothing he needed to particularly address or raise and asked trustees to contact him if they had any questions or required further information.

10/12/A6	<p>Consideration of Trust policy on gambling</p> <p>A discussion then took place regarding the ethics of sponsorship etc. from gambling. A paper had been submitted with the meeting agenda for discussion.</p> <p>Elaine Davis said that she was not a 'kill-joy' but had concerns about the effects of gambling, particularly on young people. The general view was that as it is an ethical issue, such matters should be addressed by the Trust Board.</p> <p>Paul Farley supported Elaine's view and, after a lengthy discussion, it was agreed that the default position of the Supporters' Trust would be to oppose gambling sponsorship and advertising as a general rule, but that any specific matters which come before the Club Board should be brought to the Trust Board for consideration.</p> <p>Nick Hawker expressed the view that the TB should seek the view of Trust members. This should be done as soon as possible, though it was unlikely to be before Christmas.</p>
10/12/A7	<p>Social Media Policy</p> <p>The Social Media policy already in place at the football club had been provided to Trustees, but it was felt that much of it was not directly applicable to the Trust Board and that major editing would be needed before a policy could be finally adopted. Doug Gillard undertook to look at it and report back to the next Trust Board meeting.</p>
10/12/A8	<p>Appointment of Interim Trust Secretary</p> <p>Nick Hawker explained that one initial expression of interest in this role had been received and was being considered.</p>
10/12/A9	<p>Any other business</p> <p>Neil le Milliere raised the audit of the Trust which had been requested by a member via a motion at the AGM. The Trust had been happy to support this, and it was stated that this was currently being pursued and a further report would be made as soon as possible.</p> <p>There was a brief discussion regarding recent banning orders as a result of convictions.</p> <p>Neil mentioned the recent meeting of football supporters' groups with the EFL regarding the Checkatrade Trophy. There had been no discussion around reverting to the previous format and no perceptible recognition of supporters' views on the issue.</p> <p>Pete Martin mentioned that he felt that the Trust Stall on matchdays was no longer serving a useful function and there might be better and more appropriate ways of interacting with members and potential members on matchdays. It was agreed to take the matter to the Ownership and Membership Working Group for further</p>

	discussion. Nick Hawker stated that two new directors with full voting rights would be likely to be joining the Club board. David Clough and Andrew Rothwell. They would be asked to attend a Trust Board meeting in due course.
10/12/B5	Any other business There were no matters for discussion

Update from Chair on Part A Matters

Thank you for engaging with our sponsorship of the ECFC Ladies' match at SJP. It has enabled us the opportunity to offer a benefit to our members and encourage youngsters to the ground who may not have attended otherwise. The team are hoping for an attendance of around 400 and the match has been budgeted against this. Our sponsorship will ensure that the ladies are not disadvantaged regardless of the crowd!

Northampton Town Trust have asked me to speak at their meeting on the Sunday following our game against them in March. An invitation I have accepted. Whilst they have agreed to cover the cost of an overnight stay, I intend to accept only 50% of the accommodation cost, the remainder I will take from the Chair's budget.

I will also be attending the EFL Fans Group Meeting, with Neil, on 19th March, whilst on 28th February I shall be at the EFL Club Meeting at Derby. I've also confirmed my attendance at the EFL Owners and Executive's Conference in June.

Following our AGM debate on a Trust audit I attended a 'pitching' evening at the University of Exeter Business School on Tuesday 5th February, along with Dave Treharne. We pitched to around 40 MBA students on our requirements. There was some interest expressed and one student has come forward, who I intend to meet in the next fortnight.

After an aborted effort to meet, a student from the Exeter College Film & Media department has come forward to make promotional videos for the Trust. Several of the 'crew' will be attending the Bury game as our guests and we will meet them afterwards to discuss how to succeed, although they intend creating personal 'blog style' videos to kick start interest. They are keen to do features on all Trust and Trustee activities. More as we progress.

My Boardroom guest for the Mansfield Town game, designated Women and Girls Day, will be Gabriella Giannachi, from the University of Exeter, by way of thanking her for the work she has organised in respect of the various Trust history/heritage initiatives.

On Monday 4th February, I met with a member of the Red Legion who requested a 'discreet meeting'. I will remove this paragraph from the published pack! There is some problem with their relationship with the Club and I am brokering a meeting between them and Justin Quick. In the mean time I have offered to store their flags and drum in our 'office' alongside the away ticket office.

Incidentally, this office has now been supplied mains power and network capability.

Finance & Governance Group

Receipts & Expenditure – December 2018

December 2018

Opening balance		26,150.20
Receipts		
	Subscriptions	10,424.33
	Total	10,424.33
Payments		
	ECFC donation	8,333.00
	AGM room hire	179.00
	Gift to John Street	40.00
	Campaign Monitor	97.76
	Wages/expenses	2,161.60
	HMRC	695.21
	Transfer to ECFC*	50.40
	Bank charges	115.83
	Total	11,672.80
PayPal		422.82
Deposit account		40,259.43
Total		65,583.98
Variance on previous month		-1,079.23

*A club invoice was paid to the Trust

Receipts & Expenditure – January 2019

January 2019

Opening balance		24,901.73
Receipts		
	Subscriptions	12,111.83
	Total	12,111.83
Payments		
	ECFC donation	8,333.00
	Badges	420.00
	Website domain	205.50
	Wages/expenses	886.77
	Memorial plaques	195.00
	Campaign Monitor	48.95
	Heritage Lounge drinks (Yeovil)	10.80
	Transfer to ECFC*	31.85
	Bank charges	42.50
	Total	10,174.37
PayPal		518.62
Deposit account		40,285.11
Total		67,642.92
Variance on previous month		2,058.94

*A club invoice was paid to the Trust

Report of Finance and Working Group to Trust Board

The Group last met on the 15th Jan 19.

The minutes of the previous meeting were approved in principle.

The meeting a one item agenda meeting to go through the Auditors Management Letter to the Club (attached) and as such was attended by Keith Mason. There are two main areas to the letter; adjusted items and potential areas of risk. Keith explained each of the adjusted items in turn (taking questions as they arose) and gave his view as the management response to the areas of risk.

The FGG paid attention to the cash reconciliation adjusted item (a timing issue around the banking of funds) and the whole area of the Club's process for cash reconciliation was explored to the detail the FGG requested.

The FGG was satisfied with Keith's responses to the Adjusted Items

In relation to the areas of risk the FGG was also satisfied with Keith's view. This is on the forthcoming Club Board agenda.

It was hoped that the Club Budget would be approved at the CB in March, as such the FGG agreed to meet again 26 02 19 to review the latest draft of this.

Ownership & Membership Group

Ownership Working Group Meeting
Tues 15th January 2019

Present

Jon Beer (JB) Mark Cordell (MC) Elaine Davis (ED) Doug Gillard (DG) Clive Harrison (CH) Martin Lawrence (ML) Dave Treharne (DT)

Apologies

Pete Holding, Neil Le Milliere, Pete Martin

Trust Table

Neil Le Milliere stated (via e mail) that there must be a Trust presence on match-days, the Trust table facilitates this. This view was supported by the group.

Issues were raised about access to the 1901 cupboard on match-days. ED will find out if Trust table items could be relocated to help volunteers set up without impeding others.

It was suggested that the Trust table could move between Red Square and SASS on given days, taking the weather and other factors into account. This was welcomed by the group, but concerns were raised that any 'gains' in the new stand may be exhausted within a few months. The new Trust office could be used as a drop-in center for members.

MC to source a more appropriate table moving forward.

Pin Badges and other Materials

Grecian the Lion badges have arrived and are ready for sale. ED to ask if they can be sold in the club shop.

It is planned to present our mascot with his own Grecian the Lion badge on 26/01.

Colleagues were invited to think on and make suggestions for new badges, to include the clubs 125 years at SJP and the trust involvement in the club thus far. New window stickers were discussed.

Events

A signed football was offered as a prize to be drawn from people who publicised the Youth Council (TTF) event on 29th January on Social media. CH and MC went on to explain the format and schedule of the event.

Guests to include Matt Taylor, Archie Collins, Alex Hartridge, Abbie Britton and a 'mystery guest' CH mentioned that E.C.F.C were more expensive than other clubs for younger fans and a new price band could be discussed. DT said he will look at the structure of Barry Town F.C regarding young fans and report back to the group.

MC said that the first goal of the Youth Council should be a low cost, easy to implement idea. A "quick win"

The possibility of advertising the Youth Council via CCT literature was raised.

The next trust forum is on February 18th. The first part will comprise of a Q & A with Matt Taylor and Ryan Bowman with a raffle during the break. The second part will be a presentation of the 'second cut' of the fans survey, presented by Nick Hawker and David Clough.

The next Corporate event is scheduled for 26th February. It will include a ground tour followed by food and networking time. ED to canvass whether am or pm is more appropriate.

No developments regarding Respect 2019. DG to chase.

Trust Shareholding

DT stated that there is a way to increase shareholding without a rights issue.

A paper submitted by Pete Holding did not arrive in time for a full discussion. It will be on the agenda for the next meeting. MC to invite Pete Holding to the next OWG meeting.

Membership Reports and Cards

Current membership 3450. All new cards will now promote the 10% club shop discount.

Junior Grecians

Junior Grecians will get an invite to the upcoming Youth Council (Trust the Future) event. Letters sent to JG's and Junior trust members.

Corporate Membership Update

Awcock Ward, part of the development, are new members. They came to us offering to become trust corporate members (a first). All members logos are now correct.

Volunteer Drive and Strategic Focus

An appeal for new OWG members was placed in the trust chairman's newsletter, no responses.

Colleagues to reflect on the groups strategic focus and find new, innovative ideas that fit with the goals and aims of the group.

Budget Update

MC to update OWG budget.

Corporate sponsorship covers Heritage Lounge fees.

AOB

Trust audit, DT to pitch for tenders at the University Business School 5th February. Nick Hawker to attend.

"Golden Ticket" member benefits project being undertaken by DG. Should be a group effort as opposed to a lone project. DG struggling to make contact with Justin Quick due to the latter's workload.

'Family Fun Day', should go ahead. Will make efforts to tie event with kit release, time of year and player availability.

Date of Next Meeting

5th/6th March 2019

Proposed Trust Social Media Policy

Exeter City Football Club Supporters Trust

Social Media Policy

Introduction

The definition of Social Media is - *“Websites and applications that enable users to create and share content or to participate in social networking”*.

These include, but are not limited to, blogs, message boards, social networking websites (such as Facebook) and content sharing websites (such as Youtube)

This policy applies to anyone who is identified as being part of the Exeter City Football Club Supporters Trust (The Trust) management and governance structure. This includes trustees, officers, volunteers and anyone undertaking work on behalf of the Trust whether paid or not. These groups will be referred to as individuals in this policy. The person responsible for the implementation and enforcement of this policy will be The Trust Secretary.

Expectations

All individuals are responsible for their own conduct and should behave in a manner that ensures and promotes acceptable behavior in relation to their use of social media sites. Individuals should be mindful of their connection to both the Trust and to Exeter City Football Club (The Club) when using social media.

Individuals should not post on social media anything that could be deemed as offensive, libelous, inappropriate or harmful to any the following-

- Any employee, official, volunteer or supporter of the Trust or Club.
- Any trading partner or sponsor of the Trust or Club.
- Any employee, official, volunteer or supporter of any other sporting club.
- Any employee or official of a sporting governance body (such as the F.A, EFL)

Individuals should not request on-line 'friendships' from any of the clubs' playing staff or anyone officially connected with the club who is under the age of Eighteen. If any individual has an existing connection of either of the above, it must be declared to the Trust Secretary when taking up any position within the Trust.

In addition, individuals should not-

- Misrepresent themselves or the Trust/Club.
- Make assurances or promises without checking.
- Post anything that is confidential or copyrighted.
- Respond to any libelous, harmful or defamatory comments about the Trust/Club as this may inflame the situation. Individuals would be expected to take evidence and report them to the Trust Secretary.
- Use social media to handle any complex or difficult enquiries, seek a more secure method of communication.

Summary

- Be aware of your connections with the Trust and the Club.
- Be aware of language and conduct.
- Be aware of issues such as libel and defamation.
- Do not breach copyright.
- Do not share confidential or sensitive information.
- Remember that material posted on social media is permanent, it may be copied, forwarded and used for other purposes (possibly without your knowledge or consent) even if it has been subsequently deleted by you.
- Individuals should alert the Trust Secretary immediately if something has been posted, whether inadvertently or otherwise, that may be detrimental to the Trust or the Club.

Communications & Engagement Group

MEETING: Thursday 10th January 2019 – 6pm

Location: The Museum Room @ SJP

Minutes

Present: Will Barrett (WB), Julen Beer (JB), Clive Harrison (CH), Pete Martin (PM), Nick Hawker (NH), Alice Cooke (AC) – via conference call

1. Apologies

- None

2. Minute taker

- Will Barrett

3. Minutes of the meeting of 15th November 2018

- Approved

4. Matters arising

- None

5. Website

- Discounted subscription signed off for a further two years.
- All agreed to continue with the current linked email address and cost.
- Group will look to at redesign of website at a meeting to be arranged in the Spring.

6. Newsletter

- Club Directors Q&A – WB to draw up list of questions for NH to share with participants.
- NH will ask participants for a 'Trust Friendly' photograph.
- NH to send contact list to JB so he can generate Grecian Groups content for each newsletter

7. Programme matters, etc

- AC to do call out for content for next programme.
- Club Directors Q&A to appear in future programmes.
- WB to write a top 10 appearances article for the remainder of the season.
- WB to ensure Trust Logo and call for membership is included.

8. Flyers

- JB to add 'New in 2019' to relevant section.
- JB to order flyers and liaise with Steve Chudley about payment.
- Pete to chase Steven Morris to set up card machine payments.

9. Facebook and Twitter

- PM has instigated direct link to e-bay via social media and has seen an uptake in orders.

10. Any other issues and A.O.B.

- CH promoting ECFCST Youth Council through 2019 Young Guns campaign – ECFCST and Grecian Archive to re-tweet and share – Event to be advertised in the programme via the Trust page - Guests for the event will include Archie Collins, Alex Hartridge, (hopefully) Dean Moxey, and a member of the ECFC Ladies Team – Date of event 29 January
- WB has included Trust tours on the ECFC Museum page on the devonmuseums.net

11. Date of Next Meeting – Thurs 7 March 2019 @1800 (Museum Room)

12. Meeting to discuss website – Thurs 21 February @1800 (Museum Room)

Chattanooga FC

Details of share purchase opportunity

Why you may want to invest

- 1 This is a limited opportunity to own an equity stake in Chattanooga Football Club. Supporter shares are limited to 8,000. This is real equity with real rights—each share comes with life-long voting rights and special owner privileges.
- 2 We have inspired dozens of community-based clubs throughout the United States, giving them hope that soccer can thrive in places we never thought possible. A successful raise will set an example and pave the way for other clubs and cities across America.
- 3 By becoming an owner, you're not just investing in the local soccer community, as shareholder of a benefit corporation, you're buying a piece of U.S. soccer history.
- 4 You can buy a share for yourself, your family, or your friends. For kids, team ownership is a gift that lasts a lifetime.
- 5 Chattanooga Football Club shares have financial rights and come with voting privileges, investor updates, and special owner perks.
- 6 We are well-established. Our loyal fan base has drawn the highest total attendance in the National Premier Soccer League over the last ten years—averaging more than 4,000 fans per game in 2017. We have set many amateur soccer attendance records, including a record-breaking 18,000 fans at the 2015 NPSL National Final, and also in 2015, we became the best amateur team in America by winning the Hank Steinbrecher Cup.

Our Ambition

Our goal has always been to establish a community-based club that will be around for 100 years, like soccer clubs around the world. With the experience gained over the last 10 seasons, we've established our place in the landscape of American soccer and are ready to move to the next level. We are adding professional players next year and playing a longer season in a new league we're helping launch. This is something we've been working on for years, and we are thrilled to finally see it happen.