

Sheffield Wednesday Supporters Trust

Minutes Trust Board Meeting

Virtual Meeting

7:00pm - March 24th, 2020

Present: Steve Walmsley (SW), Ian Brandwood (IB), James Silverwood (JS), Tom Scott (TS), Jenni Smith (JSm), Tom Hocking (TH)

		Action
1.0	Reflections on Current Progress Discussion took place regarding inaugural meeting on March 16 th , and developments since. The Board felt that the initial meeting had generally received a positive response, save for a few detractors. The disagreement with Wednesdayite had been very well handled by JS. JS was drafting a case studies of other sporting and commercial models adopted by football clubs around the world.	JS
2.0	Appointment of Interim Directors SW, IB, JS and TS had previously agreed to become interim directors and had been duly appointed by the Steering Group. SW proposed that the Board of Directors be expanded to 6 people and that Jenni Smith and Tom Hocking be formally appointed to the Board. JSm and TH both confirmed that they would accept the appointments. Decision Jenni Smith and Tom Hocking are appointed members of the Trust Board	
3.0	Appointment of Board Roles	

	<p>Now that the Board was formally constituted, it was necessary to appoint individual directors to carry out specific roles on behalf of the Board. Three compulsory roles that needed to be considered were Chair, Treasurer and Secretary (although the Secretary would not formally be a Director in the medium term, it was considered acceptable for that to be the case in this interim period if necessary).</p> <p>Following discussion, the following appointments were agreed:</p> <ul style="list-style-type: none"> ● Chair - Ian Brandwood ● Interim Secretary – Steve Walmsley ● IT /Technical Director – Tom Scott ● Membership Development Director – James Silverwood ● Communications Director – Jenni Smith / Tom Hocking (Shared) <p>None of the current directors had the qualifications necessary to undertake the Treasurer role. It was agreed that this would be subject of an external recruitment process.</p> <p>SW confirmed he was happy to undertake the Board Secretary role in the interim period but this role would also be subject to external advert in due course.</p> <p>Decision</p> <p>The appointments described above be approved</p>	IB / SW
4.0	<p>Update Regarding Wednesdayite</p> <p>JS reported that he had a constructive conversation with Wednesdayite.</p> <p>Wednesdayite did not regard themselves as a political organisation and felt the Trust had a political edge. (Seeking change in SWFC). They would not wish to be involved in such initiatives.</p>	

	<p>Wednesdayite wanted to retain their community interests and accepted their may be some future opportunity to do something collaboratively. (Foodbank?)</p> <p>It was hoped following these discussions, professional relationships would be maintained between the two organisations.</p> <p>JS was thanked for his intervention.</p>	
<p>5.0</p>	<p>Action Plan for Trust Development</p> <p>SW had produced a draft action plan. This was discussed at length and tasks allocated to individual directors.</p> <p>The plan dealt with:</p> <ul style="list-style-type: none"> ● Trust setup and administration ● Priorities for next 12 months ● Longer term priorities <p>Although making initial contact with the SWFC was seen as a priority, it was agreed that this was not appropriate until registration was complete. IB would prepare a letter to send to Trevor Braithwaite asap.</p> <p>In the current climate, formal launch and membership recruitment was going to be difficult. It was agreed that this would need to be an online promotion. JSm and TH to give this further consideration.</p> <p>Contact with former players was also considered. There had been some support on social media and one had shown particular interest. It was agreed that IB, JS an JSm would arrange to meet him to discuss any potential involvement.</p> <p>It was also identified that there was a need to set up a membership records system. JS would lead on this with support from SW.</p> <p>There was a need for the Trust strategy to be further developed. It was agreed that all Board members would submit suggestions to JS of the 3 key things we would want to achieve in each of the next 3 years.</p>	<p>IB</p> <p>JSm/TH</p> <p>IB/JS/ JSm</p> <p>JS</p> <p>All</p>

	<p>TH and JSm were asked to start to develop a Communications and Member Engagement Plan. This could include a skills register for volunteers.</p> <p>Social medial presence was discussed and it was agreed that Facebook and Instagram accounts be set up. In addition, further work needed to be undertaken to establish a proper domain for the website.</p>	<p>JSm / TH</p> <p>TS</p>
6.0	<p>Any Other Business</p> <p>Consideration was given to engagement with Owlstalk and other forums. There had been some positive engagement on Twitter and it was agreed that all engagement needed to remain courteous and professional.</p> <p>Whilst there ma ybe some merit in trying to undertake a Q & A on the forum, it was felt to be more useful once the Trust was established and there was more to report.</p>	
7.0	<p>Date of next meeting</p> <p>Next meeting would be April 14th, 2020 at 19:00.</p> <p>(Virtual Meeting)</p> <p>.</p>	