

Sheffield Wednesday Supporters Trust

Minutes Trust Board Meeting - Virtual Meeting

7:00pm –19/05/22

Present: Steve Walmsley (SW), Matt Millward (MM), Tom Scott (TS), Jenni Smith (JSm), Robert Moore (RM), Ian Bennet (IB), Nick Hopewell (NH), David Lee (DL)

Apologies: Richard Marsh (RM)

		Action
1.0	Minutes of the last meeting The notes of the Board Meeting on 21/04/22 approved. <ul style="list-style-type: none"> • Date corrected 	All
2.0	Matters Arising	
2.1	Social event - Follow up with Ian.	SW
3.0	Marketing/Recruitment campaign for Board Members	
3.1	Advertising <ul style="list-style-type: none"> • Social media posting tonight to encourage current members to vote and non-members to join. • Advertisement on twitter targeting existing followers. • Further campaign closer to the AGM. • Maximum budget of £200 for social media. • Start on Facebook re advertisement - Try two weeks to start. • Direct emailing to members. 	JSm TS All TS/J Sm
4.0	Planning for the Trust AGM - Draft notice and agenda attached Must be trust members by the 24th of May <ul style="list-style-type: none"> • If not, they can attend the AGM with the option of being co-opted into the board. 	SW

	<p>Send by the 24th of May:</p> <ul style="list-style-type: none"> ● Notice of AGM ● Draft Agenda - no amendments suggested <p>“Elections pack” (i.e., package of various documents) distributed + sent to Neil - includes:</p> <ul style="list-style-type: none"> ● Nomination form ● Sending instructions ● Timetable ● etc. 	
5.0	<p>Board Elections 2022 - draft election package</p> <p>FCA - Confirmed rule change from 2021 AGM:</p> <ul style="list-style-type: none"> ● Change seats to 12 board members ● Allows elections every three years <p>Neil Le Milliere will be the Independent Chair of the EMG</p> <ul style="list-style-type: none"> ● Have advertised for members to join the EMG – will use the UAC (Urgent Action Committee) to confirm any appointments. ● Must be a member by May 24 to be able to stand and/or vote in the elections. ● Victoria and Miranda will be on the EMG (Elections Management Group) - delegate through UAC process power to appoint. 	SW
6.0	<p>Learning from Women in the game Webinar</p> <ul style="list-style-type: none"> ● Importance of allies and local support of the Women's game. ● Involvement of women at the management/executive/systematic levels - not just at an "entry level" such as the actual players, etc. ● Grassroots development of the women's side. ● Observation: in girls' football teams it is mostly DADS that are present > meaning that we must engage men to 	<p>JSm</p> <p>NH</p>

	<p>participate in the women's football league to support and become allies of the development of the women's football game > e.g., establishing mentorship program to increase female participation in the game.</p> <ul style="list-style-type: none"> ● Sharing the "video" with Deborah at FSA to test if she can help further. ● Next steps: <ul style="list-style-type: none"> ● Reach out to Deborah to make sure we are covering everything. 	JSm
7.0	<p>Specification for a Good Club Owner - Revised text The final draft text had been circulated</p> <ul style="list-style-type: none"> ● Two-week period for submitting amendments/suggestions from the date it goes out to members ● Ashley Brown from FSA had made 3 suggestions. 	SW
8.0	<p>Financial/Membership Report</p> <ul style="list-style-type: none"> ● Annual accounts overview to be completed by MM ● 691 members at the end of April 2022 - desiring to increase membership > discussing with Tom and Jenni on how to do this > will send out email re this later. <p>Revenue is predicted to range similar to last year (2021). Discussion then took place on the club accounts</p> <ul style="list-style-type: none"> ● Club is currently spending £500,000/per week: <ul style="list-style-type: none"> - £25 Million loss - £10 Million for impact of COVID <p>Overall, no major changes to the accounts from the previous year.</p>	MM
9.0	<p>A.O.B.</p> <p>To note: FSA meeting on the 24th - SW will be attending.</p>	

	<p>Should we have an urgent action plan for the summer in case there are any significant developments? Agreed to explore this further.</p>	NH/ DL
10.0	<p>Date & Time of Next Meeting</p> <p>Scheduled for 16th June just before election nominations close on 21st June.</p>	