



GLOUCESTER CITY AFC SUPPORTERS TRUST

Minutes of the Trust Committee Meeting held on Monday, 24th June, 2024 at Regus Offices

Polite reminder: The following minutes are strictly Private and Confidential and not for onward sharing and/or discussion outside of the Trust Board. Colin and Jay spoke with us very openly and what would not want to risk our integrity and relationships with those details being shared publicly. Thank-you in advance for your assistance.

Present:

Robin Mogg (Chairman), Judith Evans, Craig Layhe (Secretary), Dave Jones, Matt Phillips and Toby Ackland. We were also joined by Colin Taylor (Club Chairman) and Jay Marriot (Club Vice-Chairman)

1. Apologies:

Trevor King (Treasurer), Paul Clark, Tim Lezard, Alan Dawkins, Paul Halford, Ian De Maria and Chris Palmer

2. Minutes:

Minutes of the previous meeting, held on Monday, 20th May were approved and unamended

3. Matters Arising:

No discussions were held

4. Treasurer's Report:

A message from Trevor stated that he will email accounts at a later date, but there was currently £5300 in the bank.

5. Membership Report and 2024/5 subs:

No discussions were held.

6. Mike Dunston memorable/match

Discussion around arranging The Mike Dunston Memorial Match, which included an open day for training (TBC), a fans vs legends match (TBC), staff vs legends match (TBC). A date is still to be confirmed, discussions about it ideally held pre-season, maybe on a Sunday and sometime in July

7. General

Fans survey: Robin suggested every 2 years. Jay wanted consensus, but stated he can't do everything that's suggested. Jay suggested an end of season survey, as a review, as they were starting from scratch. A suggestion was made about considering doing a survey now amongst members.

Replica Kits: A discussion was held on how many to order. Colin stated the current kit deal was difficult due to a relegation clause. There was a suggestion of an open club night to sell shirts on a first come, first served basis. Jay discussed a range of unbranded clothing with the clubs logo on, to sell in the gift shop and online. Matt was asked to supply a spreadsheet of last year's replica kit sales. The club shop was to sell replica kits and transfer the takings after. It was decided by Colin to order 300 shirts this week and to provide to him what sizes were needed.

Trust membership benefits: It was decided to leave that discussion till next time.

Club shop stock: the club shop to sell the unbranded kit, which would include a classic range and a tiger range, in time for pre-season. The range would include items such as T-Shirts and Hoodies.

Trust Secretary Position: Craig Layhe to take over.

8. To discuss with Colin:

Club shop: After discussions regarding its location, the current site, the unused food unit next to the T-End and the empty portakabin in the car-park, it was decided to leave the gift shop where it was currently sited, but to add POS/signage to the external unit to attract customers. It was discussed that it's still the intention to relocate the unit next to the seated stands, by the clubhouse, but now maybe next season instead.

Football club accounts: *[redacted – Commercially sensitive]*

Presentation of unifying re-branded/new kit/tone of the club on social media when responding to fans: Jay stated they were trying to be fun on social media and you are damned if you do and damned if you don't. Jay stated they were trying to be engaging with posts, such as responding more. There were then discussions of social media content with players during pre-season, with Colin stated that it wasn't easy due to being part-time and didn't want to encroach on training time.

Other discussions with Colin and Jay included:

[partially redacted – where commercially sensitive]

Colin and Jay stated it was a priority to gain the fans trust. Colin and Jay discussed that season ticket cards will be issued this season and given out before the first game. Jay stated they can do named seats again this season at no cost. There were discussions around programmes this year and it was agreed they would continue, Colin asked if more pages could be added as so to include the women's and men's teams. Matt stated it was easy to add pages at minimal cost, but just need to be in multiples of 4 pages. Colin spoke about sponsorship, which included match ball and 2 match day tickets, including children of a disadvantage. Jay and Colin spoke about Pied Piper collections, which include toy donations and ideas such as throwing teddy bears onto the pitch from fans. Colin was considering planning gifts at Christmas from the players, to kids, such as a hospital visit. Jay stated they were potentially keeping the security team for home matches and the current plan is to maintain keeping the T-End for home fans only. Jay also stated there was a need for more volunteers.

9. Community Project

Matt updated us with progress so far, which included a Community Interest Company had been set up with himself, Jim and Jenny as directors. The projects for the coming year were in place and was waiting for Company House set up. Matt stated they would employ people to train as coaches and run kids football teams under the banner of Gloucester City. The Southern League can help calculate social media impact value to help attract sponsorship. The Trust was to fund costs of running

sessions and Gateway can also provide funding, along with other grants. The sessions would be held in Kingsholm.

10. 2024 AGM

To be held on Sunday, 4th August at 2pm. To be held at the ground clubhouse.

11. Any Other Business:

Discussions was held around a vintage section, including memorabilia at the ground somewhere, which included donations of old shirts, old pictures and history of the club. Discussions were held around renaming one of the boxes a Legends Box or Webby Box for match day hosting.

Robin asked if anyone wanted to attend the Football Supporters' Association AGM, and it was agreed that no one would attend.

Date of next meeting: AGM on Sunday 4th August at the clubhouse