

Supporters Board Meeting Minutes – 13th April 2019 – 12:30pm

Attendees

Jackie Atkins, Andrew Helgesen, Paul Pyrah, Tony Smith, John Wilson, Jonathan Battersby, Nick Procter, Sam Kendall, Liam Scully, Roger Bates, Clive Nates, Jake Longworth, Dan Rawson, James Lawton, Julian Burley

Apologies

- Gary Hutchinson

Safeguarding

- N/A

Health and Safety

- N/A

Equality and Diversity

- N/A

EFL Digital

- The Imps are first in the division for digital streaming both nationally and internationally this season by some distance.
- The club plan to grow this market and add value to the product as well as investing in Fan Engagement.
- The club didn't market iFollow heavily earlier on in the season but trends showed that the number of viewers increased significantly when marketed.
- Clubs view is that 3pm Saturday kick offs and international break should not be streamed due to the risks of affecting in stadia attendance.
- The Supporters Board were presented with data to show where the UK views came from and on the whole agreed that this shows that our in-stadia attendance isn't being affected.

Lincoln City Beer

- Members of the supporters board are invited to name and taste from a range of locally brewed beers that the club will look to sell during the 2019/20 season.

Season Ticket Pricing 2019/20

- New season tickets to be announced in the coming week to 10 days.
- Adult renewal prices from £379 rising to £419 for new purchases.
- No more seats will be made available for new Season Tickets but MyImps Members will be able to snap up any available seats that have not been renewed. These remaining seats will be sold as 'fastest finger first'.
- Supporters Board suggested running workshops for those that struggle with ordering tickets via Eventbrite.

Match Ticketing Pricing 2019/20

- The club will introduce Category A and B fixtures next season but will not charge differing prices for stands.
- Cat B Adult = £24 (£22 MyImps Member)
- Cat A Adult = £26 (£24 MyImps Member)
- Discussion was had on this overall model and while counter proposals were made, it was concluded that this is the best option available to LCFC, given the alternatives are stadium categorization or overall further prices increases.
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Lounges – Product

- 1884 SRP Lounge (previously VIP) to have work done in the summer and will still remain as the premium hospitality behind the exec boxes.
- Legend's Lounge price will be increasing and will also become the venue for match sponsors and post-game presentations.

Stadium Capacity

- Nothing will be done ahead of next season. Plans had been looked at to increase capacity by the sides of the Selenity Stand but the cost of the works would require Sincil Bank to sell out 90 times before breaking even.
- The club are still considering more major renovation options, however this needs to be considered in line with the stadium move possibilities.

Stadium Naming Rights

- The club are now actively looking for sponsors for this.

AOB

- Catering has received excellent feedback from supporters since R & N took over.
- Progress is being made on finding a finance provider for Season Tickets.

DONM

1st July – 6:30pm

Meeting adjourned – 2:06pm