

## **Supporters Board Meeting Minutes – 16<sup>th</sup> February 2019 – 12:30pm**

### **Chair's Notes**

"Please see below the minutes from our latest meeting which marked the first anniversary of the Supporters Board.

During the last twelve months we have raised various items with the club board which affect our fans & vice versa. It has provided us with a great platform for constructive discussions with the club's decision makers as well as giving them the opportunity to canvass supporters' views.

We were pleased to be joined by Chairman Clive Nates for what was as usual a lively & interesting meeting. It's great to know that the views of supporters at Lincoln City are being listened to by the club board.

Whilst enjoying the success of the team during the last three seasons it is easy to forget that most of the relatively recent off field initiatives at Sincil Bank have been aimed at improving fan engagement such as the very successful Matchday Fan Zone.

Let's hope that the success achieved on the pitch continues with a positive conclusion at the end of this season."

Tony Smith

### **Attendees**

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

### **Apologies**

- N/A

### **Safeguarding**

- N/A

### **Health and Safety**

- N/A

### **Equality and Diversity**

- N/A

### **Taking Stock – Liam Scully**

- Presentation to the room on how far we have progressed as a club both on the pitch and off it over the last couple of seasons.
- Progress examples included Fan Zone, FPA, Open Days, Fans Forums, Fans Survey, WhatsApp Comms and more.
- Holistic stadium security costs have reduced significantly
- Commercial income has grown by over 33%
- Improved Kit and retail contract.
- Ticketing has also benefited from improved policing of categories
- Overall business is currently forecasted to be - £800k p/a 'better off' by changes implemented since joining the EFL.

### **Season Ticket Renewals**

- Zebra Finance double payments was raised. There is a one month overlap of payments for those that purchased new Season Tickets last year. The cycle had to be broken at some point

and going forward Season Tickets will likely be available at around the same time year on year.

- The club are not in the minority of having renewals on sale at this stage of the year.
- Zebra Finance is £2.70 per month interest which is a good value way of spreading out the cost of a Season Ticket.
- The income does need to be achieved as early as possible to determine the playing budget. There is no link to the reported AFS 2018 losses and this strategy.
- Club has acknowledged there has been some resistance to the change.
- Hospitality prices to be announced in due course with several changes/improvements in the pipeline.

#### **Over 18 Area**

- Club will investigate the possibility but do feel regular fans are aware of the unofficial protocols in each area of the ground. First time fans are made aware of the various different sections of the ground and this is highlighted in our customer charter.

#### **Training Ground Update**

- Will be further minor works done in the summer once the Management Team have had the benefit of using the facility for 6 months.

#### **AOB**

- Cowley v Cowley (April 15<sup>th</sup>). Proceeds will all be donated to Lincoln City Foundation, Sophie's Journey and Linkage Community Trust. Sponsorship packages for the event are available from £100.
- Catering – Significant improvement and good feedback from fans with local providers.

#### **DONM**

- 13<sup>th</sup> April – Cheltenham Town

**Meeting adjourned – 1:55pm**