

AFCW PLC
Minutes of Board meeting held at 7.30pm
On Thursday 19 August 2021
(Online meeting)

Board Members

Iain McNay (Chair)
Hannah Kitcher
Jane Lonsdale
Joe Palmer
Charlie Talbot
Xavier Wiggins
Mick Buckley
Nick Robertson

In attendance

David Charles (Secretary)

1. Introduction and apologies

- Ed Leek sent his apologies in advance of the meeting.

2. Minutes of the meeting 22 July 2021

- The minutes were confirmed as accurate and approved.

3. Matters arising

- There were no matters arising.

4. CEO's report

Stadium

- **JP** reported the Club had passed the final test event against Bolton Wanderers and the full safety certificate had been received.
- Further work was needed at the away end to improve segregation lines at the request of the police and SGSA.
- The east wall was almost complete, the gates and turnstiles were in place and tarmac had been completed.
- The pub and food park had been well received. The five a side pitch had been completed and both the pub and full stadium alcohol licence had been received.
- More turnstiles and bollards were to be installed and general snagging was ongoing.
- The vaccine centre was to move out of the stadium on 5 September.

Commercial

- Merchandise sales at the Bolton game reached £23,000 and the new 3rd kit had been well received.

- A lengthy discussion took place on the naming rights when several proposals were discussed, and it was agreed a final decision would be made soon.
- All first team players had kit sponsors, season ticket numbers in hospitality were still increasing and there was interest in the purchase of two season ticket boxes.
- Elicor were looking to get the events site up and running. Wedding bookings had been taken and the promotion of Christmas packages would start soon.
- **JP** updated the position on Epicurean

Football

- **JP** updated on the recent loan signings and the progress on new contracts for several players.

Ladies

- The GM's role had been advertised and a match operating document was being prepared.

Development Committee

- **JP** reported on the recent work of the group and that the proposed meeting with the DTB had been moved back to September.

Cashless strategy

- In response to a question from **CT**, **JP** advised there was a lot more work to do on explaining how a cashless stadium would work and in particular how the use of vouchers to compensate for fans being unable to use cash would work.
- **IM** reported that Wycombe Wanderers had moved to a cashless stadium at the start of the season and suggested someone from the club made contact with them to see if there are any learning issues.

Volunteers and staffing

- In answer to a question about staffing needs, it was agreed **JP** would provide a list in order of priority of where further assistance was required including a mixture of volunteers and permanent staff.

5. Communication Strategy

JL reported back on discussions that had taken place at the DTB meeting the previous evening and suggested a formal review of the strategy document took place looking at what had been achieved and what still had to be done.

6. Ticketing and season tickets

- A lengthy discussion took place around the ticketing system and the issues surrounding both match day tickets and season tickets and the frustration of both fans and the ticketing staff. The issues were not limited to just the selling of tickets but also the payment plans.

- **XW** felt the intended ticketing review should be seen as a positive and helpful piece of work and a search would be made to find an independent person to lead the review. **JP** reported in the meantime, a member of the Secutix team was coming to the Club to start work on identifying the current major issues and begin putting them right before looking back as to what had gone wrong and why.
- **JP** reported work was being carried out so that there was a system was put in place whereby season ticket holders could inform the club if they were unable to attend a game so their seats could be resold. JL emphasised the need to make the process as easy as possible for fans to do.
- It was noted a number of other Clubs were having similar issues with the ticketing system and it was agreed to discuss with those clubs.

7. Stadium Re-Financing

- **JP** confirmed there had been no further meeting of the Stadium Finance group, but it was due to meet the following week.

8. Seedrs follow through

- **JP** reported on the present position on the various rewards and set out the issues that had delayed some of the work progressing as quickly as had been expected. It was agreed more resource was required so the project could move at a quicker pace.
- In the meantime, it was suggested that comms on the present position should be sent out.
- A suggestion that Donsmakers could become involved would be taken forward.

9. Draft Governance Paper

- The paper was discussed and would be reviewed again in due course.

10. Risk Management Paper and Draft Risk Register

- The recent paper prepared by Roger Evans was reviewed and it was agreed that further discussions would take place with interested parties and the paper would be updated.

Date of Next Meeting 16 September at 19.30 on Teams.