



<b>MEETING</b>	LINCOLN CITY FOOTBALL CLUB SUPPORTERS' BOARD MEETING
<b>LOCATION</b>	LNER Stadium
<b>DATE</b>	19 MARCH 2022
<b>TIME</b>	12:30

**MEETING #30  
MINUTES**

**PRESENT:**

Tony Smith (Chair)  
Sam Kendall  
Jonathan Battersby  
Jane Chamberlain  
Chris Laming  
Charlie Beeston  
Roy Thomson  
Jackie Atkins  
Marcus Burton  
Liam Scully  
Jay Wright  
Rob Noble

**APOLOGIES:**

Jackie Atkins  
Marcus Burton  
Jon Clack  
Andy Helgesen

#	ITEM	ACTION:
1.	<b>Meeting Admin</b>	
	A. APOLOGIES	
	Noted above. Julian Burley has stepped down from the Board.	
	B. ESTIMATED OR REQUIRED TIME OF MEETING CLOSE 14:00	
	Noted.	
2.	<b>Minutes/Actions From Last Meeting – 29 01 22</b>	
	All items have been actioned or are covered elsewhere in this Agenda.	
3.	<b>Safeguarding</b>	
	Nothing to report.	
4.	<b>Health &amp; Safety</b>	
	Nothing to report.	
5.	<b>Equality, Diversity &amp; Inclusion</b>	
	LS informed the Board that EDI meetings would now be rolled into the Club's Social and Ethics Committee Meetings going forwards.	
6.	<b>Siren</b>	
	It was discussed and debated at length as to the policy the club should adopt with regards to the use of the siren. It was concluded that supporters would be asked not to use the siren until the end of the season. A further discussion on its use will take place during the closed season. LS will prepare appropriate comms.	LS
7.	<b>Ticketmaster Loyalty Scheme</b>	
	RN noted that Ticketmaster has a loyalty scheme built-in which is a long-standing request of some fans. LS is still not convinced of its merits and is wary of the definition of loyalty. That said, we do accept that it could be of use in future to determine priority sales windows. Following discussion, it was agreed to turn on the function for data collection only. Once sufficient data has been gathered, we will take a view on its practical application, or not.	



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	If ever applied, the scheme will not be branded loyalty. Attendance points or other similar description was agreed.	
<b>8.</b>	<b>SW Development Update</b>	
	LS informed the group that the original plan for this is no longer viable due to the huge rise in steel/materials and that the stand capacity increase will not form part of the initial build phase.  The plans to provide further accommodation for Foundation etc will go ahead using the grants awarded. There are still options to increase capacity at a later date.	
<b>9.</b>	<b>Fan Engagement</b>	
	Methods of making the Minutes of these meetings more prominent were discussed.  Ticket sales date Tweets will also be pinned by the Ticket Office account.	<b>RN/Media</b>  <b>RN</b>
<b>10.</b>	<b>Live Streaming</b>	
	LS informed the Board that on occasions when home games have been displaced (eg. moved from a Saturday to a Tuesday night) our policy is that the game will be live streamed.	
<b>11.</b>	<b>Season Tickets</b>	
	RN noted that sales are on track and that a new purchase window will be announced as soon as appropriate.	
<b>12.</b>	<b>New EFL TV Deal</b>	
	LS informed the meeting that the move from Quest to ITV would not provide any financial benefit for clubs. However, there is an opportunity to capitalise on higher commercial revenue due to higher viewing figures. It is expected viewing figures will grow 3-4 fold.	
<b>13.</b>	<b>Stagecoach Matchday Travel</b>	
	Concerns were raised that this offer is due to expire in March. This has now been extended until the end of the season but comms on the website will be checked.	<b>Media</b>
<b>14.</b>	<b>Matchday Music</b>	
	It was agreed that Club songs happen organically and that fans appear happy with the use of the Dambusters theme as our current club song. A similar policy to that of the siren will be adopted for the rest of the 2021-22 season.	
<b>15.</b>	<b>AOB</b>	
	The question of stewarding was raised at the SWFC game. LS assured the Board that whilst there had been some issues the overall matchday event was a success from a stadium safety perspective.	
<b>16.</b>	<b>DATE OF NEXT MEETING</b>	
	TBC – Early closed season.	

**MEETING CLOSED AT 13:55**