

EVERTON FAN ADVISORY BOARD

Meeting Minutes

Date: Tuesday 20 March 2023
Time: 6pm
Location: Online (via Zoom)

Attendees:	Position/Role:
Jazz Bal (JB)	Chair – Fan elected
Dave Kelly (DK)	Vice Chair – Fan elected
Julie Clarke (JC)	Secretary – Fan elected
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)
Tony Sampson (TS)	Member – Everton Fans’ Forum (EFF)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Helge Grunnevag (HG)	Member – International Supporters’ Club Network (ISCN)
Tony Whittaker (TW)	Member – Fan elected

Apologies for absence:
 Keith Done (KD) Member – Everton Disabled Supporters’ Association (EDSA)

Item:	Discussion:	Action
1	Chair’s introduction JB welcomed the FAB to the meeting.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by TS, seconded by KS and voted as accepted.	
3	Declaration of AOB KS had two proposals and JM had one proposal, provided the subjects are not discussed/resolved during other items’ discussion.	
4	<p>Matters arising from minutes of the last meeting</p> <p><u>Directly-elected members visiting represented groups:</u></p> <ul style="list-style-type: none"> • JC has attended an EDA meeting. Closed • TW has attended the EFCSA meeting. Closed • JB was due to attend SCC on 9 Mar, but it was not on the agenda. JB spoke to SCC Chair (Phil O’Rourke) and there was agreement that this was no longer needed, as most SCC had attended FAB engagement meetings in January and had the update as part of those meetings. Closed • DK will attend a future EHS meeting. Ongoing <p><u>ISCN Difficulties Holding Meetings to discuss boundaries:</u></p> <p>HG reported that he has still not been able to bring all the regions (Europe, North America and Japan/Pacific) together in a single meeting but reported that a meeting</p>	RG/DK

<p>of the European region had taken place last autumn, although he was unsure of the date and was unable to give a report. JC asked whether reports from any of the meetings could be made at FAB meetings. She said that Fans would expect to know, from FAB minutes, what was happening at ISCN level. JB said that he would liaise with HG after the meeting, to go over terms and expectations and TS offered to assist in organising a joint meeting. He invited HG to contact him. Ongoing</p>	<p>HG/JB</p>
<p><u>Sponsorship Opportunities for Everton Women:</u> The question of matchday sponsorship for the women’s game had been discussed at the FAB/Club meeting on 28 February and the Club, through Alan McTavish, confirmed that they would not pursue this. JC said that she was disappointed, as any level of sponsorship, however small, would help and would encourage more followers. KS said that it was short-sighted of the club not to consider further sponsorship. RG said that this might be because the Club are tied into their arrangement with Fanatics. Closed</p>	
<p><u>EFC Mobile App Not Including Everton Women Within Favourite Player Section:</u> JM confirmed that this had been escalated to EFC, via the Fan Engagement Team, but that she had still had no communication back. She will chase the matter up Ongoing.</p>	<p>JM</p>
<p><u>Away Travel to Everton Women Matches:</u> This was discussed during the joint FAB/EFC meeting. The Club will look to trial a similar arrangement that is in place for official travel to Everton Men away fixtures (i.e. provision of a minibus/coach) that fans can pay to travel on, during the current season. Ongoing</p>	<p>JM</p>
<p><u>Provision of a budget for FAB activities:</u> JC said she had been asked to expand on the details of her proposal, for the club to ring-fence a fixed amount to enable the FAB to meet legitimate expenditure, such as venue hire and additional travel/subsistence costs. She asked whether the FAB were still in favour of a FAB-controlled budget. DK said that no FAB member should be out of pocket for attending meetings with the club and that he believed FAB members should be treated exactly like full-time staff members would be when travelling to attend meetings. JC to provide updated proposal prior to next meeting. Ongoing</p>	<p>JC</p>
<p><u>Responses to Fans’ Questions :</u> This has been completed and published. Closed</p>	
<p><u>Joint EHS and EWSC Event:</u> JM attended the EHS pre-match event at St Luke’s Church and had a table for the EWSC . Closed</p>	
<p><u>Creation of Everton Women Sub-committee:</u> A women’s game sub-committee has been formed, comprising JM, RG, JC and KS, with discussion and initiatives ongoing, including merchandise and facilities at Walton Hall Park. Closed</p>	
<p><u>Appointing a Vice-Chair:</u> A vote was taken by the group and Dave Kelly was duly appointed Vice-Chair. He took up his position with immediate effect. Closed</p>	
<p><u>AOB at FAB/Club meetings:</u> DK said that the Club should not be able to decide, or veto issues put forward by FAB members for AOB at the FAB/Club meetings, or to refuse items to be submitted. He had asked for the issue of a Shareholders’ Association meeting to be added, saying that there had been no meeting since September 2022. The Club had repeatedly said</p>	

	<p>they would get back to him but had failed to do so. When he requested for it to go onto the FAB/Club agenda as AOB, it was refused on the basis that it had been 'resolved'. He said that an e-mail from Richard Kenyon, saying he would get back to the Shareholders' Association does not constitute a resolution and so he would still want it to be added to the agenda. JB will raise this as an issue with the Club. Ongoing</p>	JB
5	<p>Chair's Update</p> <ul style="list-style-type: none"> • JB asked the group to consider any changes or amendments to the Terms of Reference in readiness for the new term elections. There was a discussion about applications for an FSA place and whether this would need to be a group, or an individual membership. JB will e-mail all FAB members a copy of the ToR, so that comments can be consolidated ahead of the next FAB meeting. • JB informed all that the NSNOW Group had a meeting scheduled for 25 March (11:30-13:30), which he would attend. Ongoing • JB briefed the FAB that the Premier League will announce a fan engagement standard next week, which they expect all PL clubs to sign up to, detailing a minimum level of engagement clubs should agree to. This will be followed up with a formal plan from each team that will be submitted during the summer break. 	JB/ALL JB
6	<p>Reserved group updates <i>(Note: Where members or their deputies are prevented from attending, their pre-submitted report will be read out)</i></p> <p>EDSA: (Report read out by Secretary) Membership has now passed 500 with a significant increase in Juniors and all new members now receive a membership pack. The upcoming League fixture with Man United will be used as an indicator of disabled ticket requirements following the extremely low allocation for the recent cup game. The Brentford game was the Club's designated "Unite for Access" game. Several EDSA juniors took part in photo sessions. A party of EDSA members were recently given a tour of Finch Farm, following a ballot.</p> <p>EFF: TS reported that, following posts on social media at the end of February, the EFF had a long discussion with the Club about fan relations in current climate. They highlighted a lack of engagement from the club in the last few months. The EFF has asked the Club to reiterate plans to repair relations and how vital this is. They also thought that the silence of many senior Club representatives makes the situation worse, so this should be addressed. They said the Club must also refer to other channels, such as the SCC etc., using more than its usual channels, so that there can be direct engagement with all stakeholders. The Club committed to take the suggestion onboard and said it was under consideration. TS also informed the FAB that the EFF had raised the issue of season ticket pricing, should the Club be relegated.</p> <p>SCC: KS reported that the SCC held their quarterly meeting two weeks ago and said they held a similar conversation to the EFF. Additionally, they asked for two other things in case the Club were relegated: A formal commitment from the Club that away stewards will be kept on for away games; and that the Club adopts the 'reciprocal away ticket pricing cap' of £30 for all away games. The SCC had also requested to know when the Brighton game would be played, as fixtures over the Coronation weekend had not been confirmed. They had told the Club to escalate at the PL shareholder meetings that they should consider fans who were attempting to make travel arrangements. KS said there are now 40-50 people regularly accessing the SCC WhatsApp group.</p>	

	<p>EHS: RG reported they have been working with the club, asking about facilities for the EHS, following the move to BMD, but there is disappointingly slow movement on this, in terms of confirmation. Having worked closely with the EWSC, they are now sharing space at St Luke's.</p>	
	<p>EWSC: JM reported there was an exclusive Everton Women's fans' event, where supporters' club members were invited to a stadium tour, including three international members of the women's team waiting to greet them in the changing rooms. The event included a photoshoot with the team and a press conference. It went very well and was well-attended. This was followed, the next evening, by a "Meet and greet" event, which was an open invitation, for fans to meet members of the women's team at the Everton 1 store. Highlights of both events can be seen through the EWSC website and twitter.</p> <p>The EWSC are working hard to increase their numbers and support the women's game, however, the cause is not helped by fixtures being moved at relatively short notice, particularly from weekends to weekdays, such as the away game to Brighton now being on a Wednesday night, with a round-trip of over 500 miles. Also, the movement of the derby game against Liverpool at Goodison has been a double-edged sword. It is welcomed that the broadcasters want to show the game, but there is frustration in the fact that the "Women's Football Weekend" initiative had been arranged for a year and the change was made with only four weeks' notice. The EWSC made representation about this, to the broadcasters and were thankful for the support of the FSA. The nature of these games means there will be proportionately more mothers, girls and young women travelling and this must be considered, particularly on school nights. The EWSC have given several interviews in the run-up to the derby games, which is encouraging. On the question of transport to games, the EWSC continues to ask for help from the Club with transport. It is disappointing how little the Club does in this respect, compared to other clubs. JM awaits a response from Alan McTavish, following requests made by her and the FAB in general.</p> <p>The EWSC spent time before the Brentford game at St Luke's, as guest of the EHS. The event went very well and JM said it was a pity that more people are not aware of St Luke's and it would be helpful if the Club could promote the EHS work there.</p>	
	<p>ISCN: HG reported that he had received several complaints about the fact that the Club had cancelled their meeting with the FAB at very short notice. He asked members to make representation, on other concerns or issues, directly to the EFF.</p>	
<p>7</p>	<p>Elected member updates</p> <p>DK reported that he will also be attending the NSNOW meeting at the Bierkeller and said that he believed as many fans as possible should attend. He also mentioned that the Fans Supporting Foodbanks will be in the Fan Zone for the Women's derby. He said that there is a lot of anger within the Shareholders' Association at the Club's lack of engagement</p> <p>JC reported that she had attended the Nottingham Forest away game and commended the Notts County staff, for laying on a bar and food for Everton supporters at Meadow Lane. She noted that the atmosphere at the game had been very positive and friendly. She also said that changes to the fixtures, particularly Saturday games to weekday evenings were extremely difficult for travelling fans to attend. This combined with the Club's tendency to change the time of meetings with the FAB also didn't help, as it sometimes resulted in two long journeys within a week. She said lots of fans (some she car-shares with) are travelling from several hundred miles away and cannot change travel or work arrangements at such short notice.</p>	

	<p>TW reported that he had also attended the Nottingham Forest game and had spoken to fans who were concerned about the time the club are taking to let (non-hospitality) fans know about arrangements for new seats at BMD. TS said JC had also asked the EFF to take the matter up and they had been told that the Club had intended to start a seat transition process, but that this has been postponed until after the end of this season. KS said that only corporate and hospitality seating is being resolved this season and others have been told they must wait.</p>	
8	<p>Sub Committee Updates</p> <p><u>FAB Communications:</u> TS said the group hadn't met for some time, due to availability, but updates have been provided on the website, such as the results of the New Deal for Football survey. He will call a meeting at the end of March.</p> <p><u>FAB Representation at Club Board Meetings:</u> Following the discussion at the joint FAB/EFC meeting, DK said there should be two FAB representatives present at meetings. It was agreed that these should be the Chair and Vice-Chair and that the Secretary should deputise, in the event one of those two could not attend. JC asked whether notes would be taken at the meetings. JB will go back to the Club and propose two attendees at Club board meetings and confirm the note-taking protocol.</p> <p><u>FAB Recruitment:</u> JB confirmed that he had spoken with Mark Dyer (who ran the previous recruitment) and also received the associated paperwork detailing the UK Engage-approved process from EFC. He will convene a sub-committee meeting to discuss the 2023 recruitment and present back to the FAB at the next meeting.</p> <p><u>FAB Women's Game Group:</u> JC confirmed sub-committee has been formed, comprising JM, RH, JC, KS and TW, who have a WhatsApp group and are discussing upcoming activities.</p>	<p>TS</p> <p>JB</p> <p>JB</p>
9	<p>Joint FAB/EFC Meeting</p> <p>The FAB expressed disappointment at the recent changes to scheduled joint FAB/EFC meetings. Initially, a meeting was to take place on 21 February, but this was then delayed until 28 February. The day prior, the FAB were informed that due to unforeseen circumstances, the BoD rep and one of the presenters were unable to attend. The FAB made the decision to go ahead with an informal meeting.</p> <p>The formal meeting was then rescheduled for 20 March, but this was then deferred again until 31 March, 4-6pm. The FAB were keen for the Club to be reminded that they are all volunteers, who have jobs to do during routine working hours. TS asked that an Executive Director should also be in attendance, which the FAB agreed with. JB will raise this with EFC and also request that the meeting takes place from 5-7pm, to reduce the impact on 'day jobs'.</p>	<p>JB</p>
10	<p>AOB</p> <p>Items brought up in item two had been addressed in the course of the meeting, so there was no further AOB.</p>	
11	<p>Date/location of next meeting</p> <p>The next FAB virtual meeting will be Tuesday 11 April 2023 at 6pm – 8pm</p>	