

EVERTON FAN ADVISORY BOARD

Meeting Minutes

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| Date: | Tuesday 16 April 2024 |
| Time: | 6pm |
| Location: | Online (via Teams) |

| Attendees: | Position/Role: |
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| Dave Kelly (DK) | Chair – Fan elected |
| Tony Sampson (TS) | Vice-Chair – International Supporters’ Club Network (ISCN) |
| Julie Clarke (JC) | Secretary – Fan elected |
| Richie Gillham (RG) | Member – Everton Heritage Society (EHS) |
| Julie Makin (JM) | Member – Everton Women Supporters’ Club (EWSC) |
| Amy Wilson (AW) | Member – Everton Disabled Supporters’ Association (EDSA) |
| Ken Sweeney (KS) | Member – Everton Supporters’ Club Committee (SCC) |
| Paul McMonnies (PM) | Member – Football Supporters’ Association (FSA) |
| Andy Vernon (AV) | Member – Everton Fans’ Forum (EFF) |
| Paul Rigby (PR) | Member – Fan elected |
| Apologies for absence: | |
| Scott McAllister (SM) | Member – Fan elected |

| Item: | Discussion: | Action |
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| 1 | <p>Chair’s introduction</p> <p>DK asked that a minutes’ silence be observed, in remembrance of those who lost their lives at Hillsborough, and this was duly held. He introduced Amy Wilson to her first meeting as EDSA FAB rep, having replaced Keith Done, who had to resign last month. DK will write a letter of thanks to Keith, on behalf of the FAB.</p> | DK |
| 2 | <p>Minutes of the last meeting</p> <p>A vote was held to accept the minutes as accurate. Proposed by PM, seconded by AV and voted as accepted. PM will post the minutes to the FAB website.</p> | PM |
| 3 | <p>Declaration of AOB</p> <p>None declared</p> | |
| 4 | <p>Matters arising from minutes of the last meeting</p> <p>DK and JC attended a National FAB and Trust representatives’ meeting in Wembley, held by the Premier League (PL) on 26 April. <i>Closed.</i></p> <p>Fans’ Forum made representation to the Club, to complain about the limited edition Seamus Coleman ‘Shamrock’ shirt not being made available to buy in Ireland. <i>Closed.</i></p> <p>Club were to assist with coach travel to Women’s game in Brighton. JM reported this didn’t happen, as the game had been brought forward to a Friday night, with very little notice and few fans were able to attend. <i>Closed.</i></p> | |

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| 5 | <p>Chair's Update</p> <p>DK gave a summary of the meeting he attended with JC, called by the PL for national representatives of PL clubs' FABs and Trusts, held in Wembley, although neither took up the opportunity to attend the England v Belgium match afterwards, but returned home after the meeting. He noted that other clubs' FABs range between 8 and 22 members, with some clubs insisting on having club officers or directors on their FABs. JC said she had made it clear to other FABs at the meeting that there was no requirement for FABs to include club employees or appointees, but only that they had to attend meetings with the club. She explained at the meeting how Everton FAB meet this obligation, by holding FAB-only meetings monthly and attending quarterly meetings with the Club. The PL confirmed that this met the obligation of the Fan Engagement Standard.</p> | |
| 6 | <p>Reserved group updates</p> <p>EDSA: AW reported that EDSA are planning upcoming events, including a Christmas Market, in cooperation with the EHS at St Luke's (not on a match day). They are due to hold a meeting in early May, with the stadium development team, to discuss more information about accessibility. They are due to announce their new treasurer shortly, following the sad passing of their former treasurer, Pat Rooney. She said EDSA had received several reports of applicants for membership not hearing back. She said EDSA no longer look after the registration, as it is now administered by the club, who are aware of the problems and are endeavouring to mend the technical issues surrounding them.</p> | |
| | <p>EFF: AV reported that the last EFF meeting was held on 4 April. Points discussed included the 2-point deduction, resulting from the 2nd PSR charge and the subsequent appeal. Also discussed was the migration from Goodison Park (GP) to Bramley-Moore Dock (BMD). Work undertaken by a focus group is still being analysed and will be shared this summer. Regarding the waiting list for season tickets; the PL have a current limit set at 80% of capacity dedicated to season tickets and the Club already allows this, so it will be reflected in the amount of new season tickets available for BMD. The Club discussed working with the FF on appealing to a more diverse fan demographic and combatting tragedy chanting. Teams are now visiting schools to educate students about Hillsborough and other football tragedies and 500 schools have now been visited. A response to the letter written to the PGMOL last month did not include satisfactory answers to most of the questions, so a follow-up letter will be sent. The (often short notice) match re-arrangements continue to concern the FF and they have asked the Club to endeavour to use any influence they have to prevent this. RG asked about the matter of a safe standing area and whether it would increase capacity. DK said that UEFA rules meant there could only be a one-to-one replacement, so one standing supporter would be equal to one seat.</p> <p>SCC: KS reported that the last SCC meeting was held on 12 April. Points discussed included the 2nd PSR charge and appeal, digital tickets for away games (particularly associated queuing problems). The SCC has asked the Club to issue future away tickets earlier. Meetings with police confirmed that coaches carrying official supporter club members were well-behaved and represented. The Club has been asked to extend the credit system for fans who want to attend the last game of the season at GP. He asked whether fans could be reminded about latest dates for season ticket renewals. This season will see the last ever Supporters' Clubs Tournament at GP. SCC are opposed to the reported costs of Castore replica shirts at £60 and £135 for identical kit shirts. PR said that the Club should be aware that they may sell more merchandise with lower prices. RG said he believes Castore has acquired Umbro, so this will hopefully improve the quality of the kits, which had received some disappointing reviews. PR said that clubs in the USA had started taking retail responsibility back in-house and are reporting</p> | |

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| | <p>improvements in quality and fan relations. KS said he was pleased to see fans staying behind to support the players after the heavy loss at Chelsea.</p> <p>EWSC: JM reported that the EWSC was extremely disappointed at the re-arrangement of the women’s game against Brighton, since she had been speaking with the Club about arranging travel. There were enough supporters to fill a coach, whilst the match was due to be played on a Saturday, but the movement to a Friday night made this an impossible task. No explanation had been given and the decision was confusing, as the match wasn’t televised. She said that the EWSC have not been offered meetings with the Club, like the other represented groups have. JC said she would email the Club and ask for an explanation about the re-schedule, as well as requesting arrangements to be put in place for regular meetings with the EWSC. JM said that the women’s team is likely to be invited to play one of their matches at BMD, as one of the necessary test experiences prior to the 25/26 season. RG asked whether the Club had come back on their offer to consider the use of former women players as ambassadors on matchdays. JC said she would add this to the email about the earlier matters.</p> <p>ISCN: TS reported that three fan engagement sessions had been held on 8 March, over three global time zones (Asia Pacific, Europe and Americas). Several members of the FAB attended and the meetings were well-received, with attendees requesting regular meetings in the future. TS has committed to working closer with improved coordination on communications with overseas groups. He said it would be good to have an update on the Club’s international strategy. RG said that some clubs, particularly in Ireland, were disappointed at not being able to join the programme, due to the costs, which is beyond the budget of many small clubs. TS said he believe there is a lack of strategic thinking around the US market, with a lot of untapped opportunity.</p> <p>EHS: RG reported on a possible upcoming event with Neville Southall and Rainbow Toffees. Working with the School of Tropical Medicine, the EHS has just facilitated the delivery of 200 donated kits to young people to play in a derby game in Namibia, as well as a further donation to a UK charity, based in Moldova, looking after Ukrainian refugees. There will be a Programme Fair in July, which may coincide with a pre-season friendly. The EHS continue to support a return of the St Luke’s Café, using Homebaked community bakers, and are currently fundraising to buy tables and chairs, in the hope there can be a permanent match-day café in place for next season.</p> <p>FSA: PR reported he is in talks with the FSA about the seat on the council, vacated by former Chair, Jazz Bal. He has also spoken to the FSA about their position on the upcoming Independent Regulator and the PL’s Profit and Sustainability Rules (PSR).</p> | <p>JC</p> <p>TS</p> |
| <p>7</p> | <p>Elected member updates</p> <p>JC said she had given several media interviews this month, following the results of the appeal and the 2nd charge laid by the PL, as well as publication of the FAB’s letters to the Club’s owner, the PL and the intended new investors, 777. She has been liaising with other FAB and Trust representatives and will report on this in item 9.</p> <p>PR Deferred his report, to be covered in his Business and Technology report.</p> | |
| <p>8</p> | <p>Sub Committee Updates</p> <p><u>FAB Communications:</u></p> <p>PM reported that there had been 50 registrations of reps for the international fan engagement meetings and over 200 for the UK session. Pre-match FAB drop-ins continue to be well-received and a fan representative from Burnley attended before the last game, as well as an overseas fan from Hong Kong. There was also a drop-in session prior to the women’s derby game. There has been a steady rise in followers on X since the publication of the FAB’s letters to Mr Moshiri, 777 Partners and the PL.</p> | |

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| | <p>especially since the publication of the FAB's recent letters. There is now a blog section on the FAB website. It contains an article on the Fan Led Review and PM asked members for contributions. Work on the FAB podcast continues and discussions are ongoing with several potential guests.</p> <p><u><i>FAB Women's Game Working Group:</i></u> JC reported that she had spoken to the Club last month and had been hoping to see a full coach travel to Brighton for the women's team fixture. It was extremely disappointing to hear that the fixture had been changed, at short notice, to a Friday night. She will write to the Club, and asked FAB members to let her know of any other matters she should raise at the same time, concerning the women's game.</p> <p><u><i>FAB Business & Finance Working Group:</i></u> PR reported on the disappointing progress in the takeover and the possibility, or likelihood, of other investors becoming interested. The situation, with its uncertainty, is not healthy for the Club or the fans and the PL must endeavour to make a decision, or explain the delay, for the sake of all stakeholders, including fans.</p> | JC |
| 9 | <p>Proposed meeting of National FABs JC has invited all PL clubs who attended the FAB meeting at Wembley to attend a meeting with members of the Everton FAB next week. She said she had extended an offer, during the Wembley meeting, to any group who needed help in setting up. Most FABs are not as far advanced as Everton's and some clubs still do not have a FAB at all. She reported that she had received acceptances from 12 clubs so far and invited any Everton FAB members to attend, should they wish. DK said he would like the FAB to share best practice methodology with other FABs.</p> | |
| 10 | <p>Recruitment to the FAB 2024/25 season JC confirmed the timeframe for the upcoming FAB elections.</p> <p><i>Application window:</i> 23 May until 2 June, at 11.59pm <i>Shortlisting:</i> Week commencing 10 June <i>Fan vote:</i> 17 June until 30 June <i>Results:</i> 1st week in July</p> <p>She had distributed the current Terms of Reference, along with other relevant documents, including election rules, and invited any requested amendments to the current Terms of Reference by 26 April. Should none be forthcoming the Terms as distributed would remain in place. JC said that the next FAB could make subsequent amendments, should they choose, before adopting them soon after convening.</p> | |
| 11 | <p>AOB None.</p> | |
| 12 | <p>Date/location of next meeting The next virtual meeting was agreed to be Tuesday 7 May 2024, 6pm – 8pm</p> | |