

# EVERTON FAN ADVISORY BOARD

## Board Meeting Minutes

**Date:** Tuesday 3 September 2024  
**Time:** 6pm  
**Location:** Online (via Teams)

<b>Attendees:</b>	<b>Position/Role:</b>
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)
Paul McMonnies (PM)	Member – Football Supporters’ Association (FSA)
Sarah Twigg (SW)	Member – Everton Fans’ Forum (EFF)
Paul Rigby (PR)	Member – Fan elected
Mark McKeown (MM)	Member – Fan elected
Mark Dyer (MD)	Deputising Member – Everton Disabled Supporters’ Association (EDSA)
<b>Apologies for absence:</b>	
Amy Wilson (AW)	Member - Everton Disabled Supporters’ Association (EDSA)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)

Item:	Discussion:	Action
1	<b>Chair’s introduction</b> DK welcomed members to the meeting and welcomed MD, who was deputising for AW, due to holidays.	
2	<b>Minutes of the last meeting</b> A vote was held to accept the minutes as accurate. Proposed by PR, seconded by RG and voted as accepted. PM will post the minutes to the FAB website.	PM
3	<b>Declarations of AOB</b> TS, JC, RG and PM all declared one item.	
4	<b>Matters arising from minutes of the last meeting</b> <u>Report following EHS AGM:</u> RG will report in item 6.	
5	<b>Chair’s Update</b> DK expressed condolences to TS, on behalf of the FAB, on the recent passing of his father. He reported that the various collections of books, to replace those lost at the Spellow Hub Library, during recent civil unrest, had resulted in an extremely generous amount being donated, so there were many books now left in excess. JC suggested the books could be given out free from the foodbanks and EITC larder. DK and RG, who both have collections of books, will enquire.	DK/RG

<p><b>6</b></p>	<p><b>Reserved group updates</b></p> <p><b>EDSA:</b> MD reported that EDSA membership is now over 700, up from 250; a steep rise, following successful campaigns in the past two years. EDSA welcomed their two new committee members, Claire Miller and Phil Peel to their first meeting. Claire is also a member of the EFF. He confirmed that, following the move to Bramley-Moore Dock (BMD), the Club would take over the responsibility of allocating disabled parking spaces, from EDSA. There is ongoing concern about the reduction in wheelchair spaces for visiting fans at Southampton, from 22 to 15, following re-structure of the stand. The Club has re-engaged their previous Disability Access Officer (DAO) on a temporary basis, after failing to fill the position and will re-advertise, but there needs to be a permanent DAO in place as soon as possible, considering the amount of work there is to be done prior to the stadium move. EDSA continue to work with EHS about a Christmas market and a meeting will be held soon, to confirm details.</p> <p><b>EFF:</b> ST reported that there had been no meeting of the EFF since the last FAB meeting, so her report would be limited, but confirmed that four new project groups had been set up within the EFF. The next meeting is on Thursday and she will report on that during next month's FAB meeting.</p> <p><b>EWSC:</b> JM reported that the EWSC are preparing for an upcoming event on 12 September, to be held at the Club's headquarters, where EWSC members will meet the Women's team manager, Brian Sorenson and Alan McTavish, CEO of Everton Women. She announced that the new Director of Women's Football is Catherine Wright and confirmed the EWSC arranged an after-game social meet-up for supporters at the Taxi Club, in Walton, which was very successful.</p> <p><b>ISCN:</b> TS reported that there would be a committee meeting between the North American Toffees and the Club at midnight UK time and he will report back on that next month. He is working on ensuring all international groups sign up as members of the FSA, to support the work of our Council Member, PR. RG said that KitAid has now opened a North American base in Wisconsin and it would be useful for the ISCN to link up with them.</p> <p><b>EHS:</b> RG reported that the EHS AGM was postponed, due to two members of the committee having to take time out following illness and would be re-arranged as soon as possible. However, he confirmed that elections had been held virtually and the committee would be ratified at the next meeting on 24 September.</p> <p><b>EFSA:</b> PR reported he had attended his first FSA Council meeting on 29 August and had posted a separate report on that for FAB members. The FSA has initiated a campaign called "Stop exploiting loyalty", with the aim of encouraging clubs to maintain concessions and to keep existing ticket costs at an affordable level. There is to be an APPG meeting in parliament, around the Football Governance Bill, entitled "What Next?". Local MPs are reported to be very supportive. The rise of other groups, such as Fair Game and others is a positive step in campaigning for FABs to be independently and democratically elected.</p> <p><b>SCC:</b> No report, due to absence.</p>	<p>AW/RG</p> <p>TS</p> <p>TS</p>
<p><b>7</b></p>	<p><b>Elected member updates</b></p> <p><b>JC</b> said she had held a series of meetings with the documents review working group and other officers, to review the FAB's constitutional documents and said she would discuss the outcome in item 9.</p> <p><b>PR</b> said that season ticket allocation and renewal at BMD continues to be at the forefront of fan's concerns and that the issue needs to form part of the next meeting with the Club. He also said that the recent media attention given to ticketing sites using dynamic pricing is causing concern about the risk of this happening with football tickets, following the Club's move to BMD.</p>	

	<p><b>MM</b> said he had also heard concerns about dynamic pricing and the anticipated price rise in season ticket costs. He plans to speak to committee members of the Shareholders' Association, to be better informed when the matter comes up for discussion with the Club, but he is concerned enough for it to be on the agenda at the next Club meeting.</p> <p>There followed a lengthier discussion on ticketing and pricing. RG said he had heard reports about seats in BMD being allocated in October, but couldn't confirm the validity. DK said that he would follow this up with the Club, but would expect the matter to be discussed with the FAB prior to plans for allocation being announced. PM said that he had spoken to the family of a fan who is autistic, at the drop-in and they were worried that he would not be able to access the ground using a digital ticket. MD said that it was unacceptable that the concession to renew season ticket for free, for those over 90, had been dropped and pointed out that there could not be that many recipients. PR reminded the FAB about the FSA campaign discussed earlier; "Stop exploiting loyalty". It was agreed that the FAB should support the campaign.</p>	
<b>8</b>	<p><b>Subcommittee Updates</b></p> <p><b>Communications:</b> PM reported that the drop-ins at St Luke's continue to be well-received and we welcomed a representative from AS Roma for the recent friendly fixture. He has been reviewing internal FAB communications and would like to introduce a separate channel for meetings and events, alongside his endeavours to transfer communications over to MS Teams. He has offered training to FAB members who do not use Teams in their normal working environment and will write to members with proposed dates.</p> <p><b>Business and Finance:</b> PR reported that he would like to be consistent with new prospective investors and re-issue the statement about fans' expectations of new owners. He will review the document and re-submit it for approval.</p> <p><b>Women's Game:</b> JC said that the Club's response to the EWSC request for regular meetings with the Club was unsatisfactory. The EWSC are members of the SCC, but this platform does not afford the women's game supporters enough of an opportunity to fully represent their specific needs and concerns to the Club and quite often leaves JM spending many hours on the telephone, or in repeated email correspondences to get issues agreed which could be resolved at short, regular meetings. She said she had spoken to the Women's group subcommittee and there was a unanimous agreement that the women's game is such an important issue, it deserved to be afforded the same credence as other reserved groups, with their own Club meetings. It was agreed unanimously that the matter should be added to the agenda for the next Club meeting.</p>	<p>PM</p> <p>PR</p> <p>JC/JM</p>
<b>9</b>	<p><b>Discussion on upcoming FAB Documents Review</b></p> <p>JC said she had distributed the amended drafts with the minutes for this meeting. She gave a timeline of 27 September for any further amendments to be made and notified to her by e-mail. Following this, the final draft would be distributed, for agreement and sign-off at the October meeting. She said that the working groups had referred to the FAB's priorities and asked that any suggested amendments consider those priorities.</p>	ALL
<b>11</b>	<p><b>AOB</b></p> <p>TS shared a slide on proposed season 2024-25 priorities. Once aligned, discussed and agreed, these should be shared with the fanbase, along with a request for feedback, to ensure that FAB is concentrating on issues important to them.</p> <p>PM said that we had agreed, last season, to hold more fan engagement sessions, but the protracted events surrounding the takeover had resulted in the group's efforts being re-directed. It had been a while since our last session and it is time for another.</p>	<p>ALL</p> <p>Comms</p>

	<p>JC agreed and said there should be another in-person fan engagement session. Also, in line with our identified priorities, we need to be working with other FABs nationally to ensure we can support each other on important issues such as independently-elected FABs and our response to the Football Governance Bill.</p> <p>RG said Everton had been rated 'Bronze' for the 2023-24 season on the Fan Engagement Index, compiled by Think Fan Engagement Ltd. Whilst he was happy to see Everton led the Clubs in the Premier League, he was unsure of how the algorithm worked, as it appeared not to recognise, or score some of the engagement work the FAB carries out. He said he would contact the compiler for more information.</p> <p>DK said that the FAB needed to ask the Club to give an updated BMD transition programme presentation, so that we can better inform fans, when responding to the increasing number of queries on the issue.</p>	<p>RG</p> <p>DK</p>
<p><b>12</b></p>	<p><b>Date/location of next meeting</b></p> <p>It was agreed that the next FAB meeting should be held (virtually, on Teams) on Tuesday 8 October at 6pm</p>	<p>ALL</p>