

EVERTON FAN ADVISORY BOARD

Board Meeting Minutes

Date: Tuesday 12 November 2024
Time: 6pm
Location: Online (via Teams)

Attendees:

Tony Sampson (TS)
 Julie Clarke (JC)
 Richie Gillham (RG)
 Tony Whittaker (TW)
 Paul Rigby (PR)
 Paul McMonnies (PM)
 Mark McKeown (MM)

Position/Role:

Vice-Chair – International Supporters’ Club Network (ISCN)
 Secretary – Fan elected
 Member – Everton Heritage Society (EHS)
 Deputising – Everton Fans’ Forum (EFF)
 Member – Fan elected
 Member – Fan elected
 Member – Fan elected

Apologies for absence:

Dave Kelly (DK)
 Sarah Twigg (SW)
 Julie Makin (JM)
 Amy Wilson (AW)
 Ken Sweeney (KS)

Chair – Fan elected
 Member – Everton Fans’ Forum (EFF)
 Member – Everton Women Supporters’ Club (EWSC)
 Member – Everton Disabled Supporters’ Association (EDSA)
 Member – Everton Supporters’ Club Committee (SCC)

Item:	Discussion:	Action
1	Chair’s introduction DK had offered his apologies, due to illness, so TS chaired the meeting.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by MM, seconded by PR and voted as accepted. PM will post the minutes to the FAB website.	PM
3	Declarations of AOB PM, JC, TS, RG – each declared one item, if the issues were not settled during the meeting.	
4	Matters arising from minutes of the last meeting <i><u>FAB members attending Everton Shareholder’s Meeting:</u></i> MM had approached the EFC Shareholders’ Association (EFCSA) to explore FAB members attending EFCSA Exec meetings. EFCSA explained that they already had regular engagement with senior execs from the club, so FAB representation wasn’t considered essential. He has suggested that there might be an opportunity to attend virtually and awaits a response. Ongoing <i><u>Working Group on Club takeover:</u></i> PR and MM to lead on newly-formed working group, to prepare briefing document for new owners. Closed. <i><u>Women’s game strategy report to be sent to the Club:</u></i> JC completed report, with questions and submitted to the Club. Closed.	MM

<p>5</p>	<p>Reserved group updates</p> <p>EDSA: AW had offered apologies, so report was read out by JC, including: The EDSA Christmas market has been officially launched across social media. A new EDSA pin badge, which honours the 30th anniversary of the organisation, has been launched. An EDSA member experienced abuse in the car park before a match in September. This is clearly unacceptable and discussions between the Club’s Disability Access Officer (DAO) and the visiting Club is ongoing. EDSA worked with the Fan Centre to get information out to its season ticket holders about tenure being the main criteria for issuing seats at Bramley-Moore Dock (BMD). Companion tickets may be used by different people, so do not carry a membership number. Upcoming road closures may cause disruption for disabled fans who use the Stanley Park car park and EDSA will do their best to keep members updated. The scheduled meeting with the Club on 13 November had to be postponed, due to unavailability of some EDSA Committee members and will take place in December. Date to be confirmed.</p> <p>EFF: TW reported that the Club has been working on themed matches for 2025 and has an internal steering group to progress this. Details will be made public soon. The retail project group had a meeting with Castore and key takeaways were: Questions were asked on pricing and they were advised that it is in line with market price; The advice for manufacturing issues was that this can happen when producing large quantities; Castore has a retail partner in Australia and they're working on opening stores in the US. No details on stores in Europe. Castore is keeping an eye on fake shirts. The EFF is planning a roadshow, intended for December, although there are no firm dates or details. The EFF has been working to promote the women's game, particularly the games at Goodison Park. They have also asked about having a commemorative photo for the women's team at Goodison.</p> <p>ISCN: TS reported that he had received very good feedback on the recent fan engagement sessions and has some items to follow up on, particularly the issue of how overseas ticket purchases are handled. He is setting up meetings with regional Chairs for this. He believes there is room for the Club to reenergise its international strategy, once the takeover negotiations are over. He intended to seek input from the international network on this and suggested this could form part of the work with Biz Tech group as part of its thinking of planning for new ownership.. There are large international supporter group visits planned for February and March and TS is working with the Club on this. He has spoken to the 1878s group to discuss how international groups can be part of their work and raise funds for banners, etc. RG asked whether there was any feedback on affiliation of African supporter groups. TS will speak to the club and revert.</p> <p>EHS: RG reported that EHS held its annual remembrance service at the Dixie Dean gate yesterday to pay respects to those connected with Everton who gave their lives in world conflicts. They are still working with EDSA on plans for the Christmas Market, to be held downstairs in St Luke’s, prior to the Brentford game on 23 November. He confirmed that EHS is still in talks to move its heritage collections and stalls to a new facility, which has been offered by one of the bar restaurants which is moving from Goodison to Regent Road on the opening of BMD.</p> <p>EFSA: PR reported that the FSA are working with parliamentarians on amendments to the Football Governance Bill and there was a general discussion about whether those amendments accorded with the FAB’s. It was agreed that the FAB should continue to work on amendments around the independence of FABs and oversight of PSR (or whichever process replaces those). There will be a meeting of the FSA National Council and the Premier League (PL) in late November and PR will report on that at the December meeting.</p> <p>ESCC: <i>No report, due to absence.</i></p> <p>EWSC: <i>No report, due to absence.</i></p>	<p>TS</p>
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6	<p>Elected Member Updates</p> <p>JC said that she had spent a good deal of her recent time working on amendments to the Football Governance Bill (FGB) and contacting parliamentarians to seek support. She attended the first FGB working group meeting on 1 November, to agree the campaign strategy and prioritise the areas of the draft Bill which it is hoped the FAB, along with other fan groups they are speaking to, are able to influence. She will travel to London with DK later this month, to attend the meeting between the PL and FABs/ Trusts.</p> <p>MM said we need to have a clear indication of what the club’s international strategy is. He will be working with PR and a working group to prepare a response to the takeover and the question of the Club’s overall strategy could form part of this.</p> <p>PR will include his report in the Business and Technology report.</p>	
7	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM reported that the FAB drop-ins at St Luke’s continue to be well-received and there are currently lots of questions about the transition to BMD and, for the most part, fans appear to be happy with the recently published plans for the way season ticket holder seats are going to be allocated, along with the weighting system applied to juniors. What is concerning most fans at the moment is ticket pricing. Fans are keen to know what the ticketing schedule is going to look like, but the FAB is making clear that we are unaware of the proposed new prices and will be available to receive feedback as soon as the Club publishes them. The FAB has been engaging with fans on Bluesky, as well as X and the number of followers on that platform has grown rapidly. Both accounts are now cross-referenced.</p> <p>Women’s Game: JC reported that she and other FAB members had joined JM and the EWSC at the Women’s game against Chelsea Women at Goodison Park on Sunday and would be working hard to promote the upcoming derby against Liverpool Women. It was regrettable that, despite requests, the Club had chosen to open only the main stand, where both sets of supporters were. Chelsea brought a large crowd, considering it was a Sunday night, but most thought the atmosphere would have been improved, especially since the WSL champions were being hosted, by there being fans in other stands and, in particular, the Gwladys Street stand for home supporters. A report on the FAB’s strategy around support for the women’s game, along with a list of questions, was submitted to the Club at the meeting on 7 November and the Club has undertaken to arrange a specific meeting on the matter and provide answers.</p> <p>Business & Technology: PR reported that he has started work on a briefing document, which would be made available for regular updating by the Biz Tech Subcommittee and which is intended to be presented to The Friedkin Group (TFG), via the Club, encouraging collaboration with the FAB, as fan representatives, to ensure that the Club’s most important stakeholders, its fans, play an important role in the Club’s strategy under new ownership. He said that he hoped TFG would recognise the role that the FAB can play in carrying out its function, which is to advise the Club’s owners on the views of fans and how they can play a part in shaping the success of the Club, as it moves to BMD.</p> <p>Football Governance Bill Working Group: TS reported that the Bill will have its 2nd reading in the House of Lords on 13 November and that the FAB is still actively supporting it’s main two objectives; the independence of Fan Advisory Boards and oversight by the Independent Football Regulator (IFR) of PSR, or its replacement. The draft Bill includes a requirement for the PL to inform it when they are considering laying sanctions on a club. The group would like there to be a requirement for other stakeholders, including FABs, to be notified at this stage. TS said that we are actively speaking to Peers, as well as MPs to ensure the independent fans’ voice is heard. JC said that a series of communications had gone out, including our written amendments, following a meeting held on 1 November</p>	

	between FAB members and legal advisors, working on a pro-bono basis, in readiness for the hearing. There is no guarantee these will be progressed, as there was very short notice, but the work will continue onto the next steps in the Bill's journey and the amendments will form part of this.	
8	<p>AOB</p> <p>TS gave an overview of the priorities strategy and updated the group. He proposed an amendment to the structure of the monthly FAB meetings, so that there was a regular review of the FABs progress against its key priorities. He explained this would help keep focus, allow sharing of key info, progress updates and hopefully avoid duplication. MM also proposed that for the reserved member updates, each group could circulate some written bullet points, and only verbally share critical issues at the meetings. The group agreed that it would still be important for verbal updates from members on key issues. The proposal was supported unanimously by a vote. TS agreed to follow up with each of the priority leads and JC as Secretary.</p> <p>PM asked for time to be given to review the Memorandum of Understanding.</p>	<p>TS</p> <p>JC</p>
9	<p>Date/location of next meeting</p> <p>To agree meeting on Tuesday 10 December 2024</p>	