

EVERTON
FAN ADVISORY
BOARD

Board Meeting Minutes

Date: Tuesday 10 June 2025
Time: 6pm
Location: Online (via Teams)

Attendees:

Tony Sampson (TS)
Julie Clarke (JC)
Ken Sweeney (KS)
Julie Makin (JM)
Amy Wilson (AW)
Sarah Twigg (ST)
Paul Rigby (PR)
Paul McMonnies (PM)

Position/Role:

Vice-Chair – International Supporters’ Club Network (ISCN)
 Secretary – Fan elected
 Member – Everton Supporters’ Club Committee (SCC)
 Member – Everton Women Supporters’ Club (EWSC)
 Member – Everton Disabled Supporters’ Association (EDSA)
 Member – Everton Fans’ Forum (EFF)
 Member – Fan elected
 Member – Fan elected

Apologies for absence:

Dave Kelly (DK)	Chair – Fan elected
Mark McKeown (MM)	Member – Fan elected
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)

Item:	Discussion:	Action
1	Vice-Chair's introduction and apologies for absence TS accepted apologies from DK and RG and took the Chair for the meeting.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by PM, seconded by ST and voted as accepted. JC will post the minutes to the FAB website in due course.	JC
3	Declarations of AOB TS and JC each declared one item.	
4	Matters arising from minutes of the last meeting <u>Reserved groups representatives to send report in advance of monthly meetings</u> JC requested reports, which can be read out in the event of non-attendance. Closed	
5	Report on end-of-season review TS updated the group on actions from the end-of season review meeting, held in May. He had distributed a document prior to the meeting, pointing to improvements, including work on the management of some of the subcommittees and how they are organised; a proposal that the Election Subcommittee could meet earlier in the season to provide timings; that there should be timely and consistent feedback on any meetings between the Club and any reserve groups or other FAB	

	members; work to be done on induction for new members; ongoing communications to work to enhance the reach across the fanbase and continuing to drive engagement; reviewing existing media platforms; a proposal for the pre-match drop-ins to be at multiple sites.	
6	<p>Proposal on annual review</p> <p>PM presented a proposal for how issues highlighted in the end-of-season review meeting could be dealt with by way of a framework or process to ensure there is ongoing, regular oversight, asking for an agreement in principle. His proposal has support from other FAB members and it has been forwarded to JC, who said that she agreed in principle, although several of the proposals were already determined in the FAB's governance framework, but she pointed out the difficulties of finding available resources to volunteer for additional workloads. She said that all members need to explore whether they are able to volunteer for roles within the FAB. TS said that he supported the proposal and that the items identified should be presented early on in the new FAB's term, when additional processes, where necessary and not already in place, can be agreed.</p>	
7	<p>Reserved Group Updates</p> <p>EDSA: AW was absent, so the EDSA report was read out by JC. The Club has released an application form for blue badge holders who would like to apply for on-site parking at the Hill Dickinson Stadium (HDS). Vehicles for wheelchair users, requiring additional accessibility and space will be given priority and other applicants will be entered into a ballot, after the closing date, which is 20 June. A small number of spaces will be kept available for away supporters who book in advance. The club has purchased an accessibility gold buggy to transport fans to designated entrances and they are expected to purchase another. EDSA has been involved in training for head and deputy-head stewards, to highlight experiences of disabled fans accessing spaces within the stadium. Following feedback from the first two test events, the Club hopes to offer a seat delivery service, for food and drinks, possibly done via an app, specifically to wheelchair spaces. KS said that the SCC has four wheelchair users. As a supporters' group, they have reached out to businesses in the surrounding area, to ask whether they could accommodate disabled fans and had received some positive feedback. TS commended the SCC for their initiative.</p> <p>EFF: ST reported that their meeting was held on 2 June. Discussions included a follow-up meeting of the transport group and is expecting to hear of a date for that, but believes it will be 17 June. Feedback from the last home game at Goodison Park (GP) was mainly positive, although there were some issues raised about the availability of food and drink in some of the concourses, which ran out, in some areas. The FF was given details about the new membership scheme, which will be announced this week. Key points were that there would be no auto-renewal. Everton Way is due for completion around the end of June and fans will be written to, identifying the location of their stone. Access to view the stones is likely to take place at the first home game. Work has begun at Goodison Park, to remove some seats and prepare areas such as changing rooms for the arrival of the women's team next season. Details of the pre-season tour of the USA will be published very shortly. Election to the new EFF will begin next week and the process to elect the FAB representative is underway. KS confirmed that the next transport group meeting will be 17 June.</p>	

	<p>SCC: KS reported on the recent meeting with the Club, discussing a discounted membership with the Club for fans who only want to use their membership to access tickets. He said that Jazz Bal (JB) will be attending the transport group meeting on 17 June, on behalf of the SCC. There will be a Supporters' Club tournament on Saturday 16 June, at Finch Farm, which is expected to raise a significant sum for Everton in the Community. The SCC discussed parking at HDS for SCC coaches at a recent Police footballing meeting. Also discussed was catering at HDS, with a plea to the Club's new catering contractors to price food and drinks reasonably, which will encourage fans to come to the ground early, rather than remaining outside and there being a rush to enter the ground last-minute. He said there had been several complaints about food running out in the concourses during the last game at GP. He confirmed that JB is going to be the main SCC contact during the USA tour. ST said the EFF had been told that the Club had made efforts to stock as much food as was possible in the facilities provided. PM asked whether non-SCC members could contact JB while visiting the USA for the tournament. KS confirmed they could. TS said that he had already spoken to JB to ensure the supporter groups are communicated with, in terms of contact points and access to some of the events being organised.</p> <p>EWSC: JM reported that there had not been a meeting, but that EWSC had taken a vote and it was agreed that she would remain in place as the FAB rep, with Peter MacFarlane as Deputy. She asked JC whether there was a meeting arranged between the Women's Group subcommittee as the EWSC would like to hear more news about the availability and cost of season tickets at GP. JC said a meeting was not yet arranged, but she would be requesting one prior to the new women's season opening at GP, as confirmed during the recent FAB meeting with the Club. KS said he hoped there would be an increase in the attendance numbers at GP, in light of the falling numbers at women's matches throughout the UK. JM said the attendances had been steady at the women's former ground, Walton Hall Park (WHP). JM said that once the Club brings the women's academies back, dispensed with under the Moshiri era, this will increase attendances at games.</p> <p>ISCN: TS reported he had already discussed linking up fans and fan groups in the USA. Following the last FAB meeting with the Club, there was a discussion about the Club's international strategy and Aaron Duckmanton (AD), who was present and is the Club's new Chief Marketing & Digital Officer, confirmed that this forms part of his responsibilities. TS has spoken to him since and AD has agreed to a meeting in the near future. JC said it was positive to hear that there is a dedicated role looking after the international strategy and thanked TS for his work in the area.</p> <p>EHS: No report, due to RG being away on holiday.</p>	
8	<p>Elected Member Updates</p> <p>PR Reported that the FSA's AGM would be held in Manchester on Saturday and that the FAB would be proposing a motion, asking for independent FABs to be given affiliate status within the FSA, as other fan groups are. He said a number of supporter groups were proposing motions and gave an example of some which he would like the FAB to support. TS thanked PR and PM for preparing the motions, to get it submitted on time.</p>	

	<p>JC gave a report, with explanatory documents about the election and shortlisting process, along with demonstrating how criteria was measured and scores allocated to each candidate. She said there had been a record number of candidates this year and that the calibre was extremely high. She recognised that some fans were unhappy with the result of the shortlisted candidates, but said that every Evertonian who applied to join the FAB should rightly expect to be treated equal to every other applicant and that the shortlisting panel had given an undertaking that all applicants would be treated equally. She said Evertonians who had made their applications in good faith should expect to have the same opportunity as any other applicant to be selected. She addressed the concerns that there were no women on the candidate shortlist, but reiterated that all applicants, both men and women, were scored against the same criteria and there was no positive discrimination, and that this year there were no eligibility requirements for the two vacant positions, other than to hold an Everton membership at 1 May. She said that 30% of football fans in England are women and that the FAB currently had four women members, representing over 36%. She had recently attended a PL conference of women FAB members in Birmingham and Everton FAB had the second highest percentage of women members in the PL. She also said that, after the election processes with fans and reserved groups, there would still be at least three, but, depending on results, there could be up to five women members on the 2025/26 FAB.</p> <p>MM No report due to MM being away on holiday.</p>	
9	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM reported that JC and MM had attended the Fair Game conference in London and this was widely covered and shared. The FAB worked with the Club on communications prior to the last game at GP, in terms of safety and warnings about behaviour. It also gave it's support to Liverpool fans and the wider community, following the tragic incident at the Club's victory parade. Online abuse directed at Dominic Calvert-Lewin was called out and addressed by way of a statement to the fanbase. PM has also made and posted an explanatory video, demonstrating how fans can vote in the election, following requests for clarity. He is preparing handover documents with JC for the next Comms Lead. He thanked the rest of the group for their support over the past two years and said how much he had enjoyed being part of it.</p> <p>Business and Technology: PR reported that he looks forward to responses to the questions he had asked at the last Club meeting on revenue and commercial initiatives. He is hopeful of a stronger relationship going forward with the new leadership team and early signs indicate a more open dialogue, so he hopes his briefing document, submitted last year, on fan-centric collaboration can be re-visited.</p> <p>Women's Game: JC reported that she has let the club know she will be requesting a meeting prior to the new women's team season, and would invite the new Women's CEO, Hannah Forshaw. She reported that she had taken up the issue of EWSC being told that their merchandise sales at WHP had to stop, but they had not been given a reason. She said she had received a verbal response, which she had relayed to JM and her deputy, to say they would be required to meet the merchandising team, at some stage and go through the same checks on safety, licensing etc., which all other</p>	

	merchandising partners had to go through. EWSC now need to arrange that meeting, but it could be discussed at the upcoming Women's Game subcommittee meeting.	
10	<p>AOB</p> <p>JC highlighted the fact that the first meeting of the new FAB in July will be on a Monday, rather than a Tuesday, as usual, but this was to fit in with availability of the Club staff who will meet the new FAB at Everton HQ.</p> <p>TS wanted to record, on behalf of the FAB, the contributions made by the four FAB members who are leaving this season, Dave Kelly, Richie Gillham, Paul McMonnies and Sarah Twigg. He thanked them and praised their commitment, passion and energy, and hopes they will remain friends of the FAB and continue to feed ideas and suggestions into the group.</p>	
12	<p>Date/location of next meeting</p> <p>The next meeting of the FAB will be the inaugural meeting of the 2025-26 group and will take place at 6pm on Monday 7 July, at Everton's HQ.</p>	ALL