



SOUTHEND UNITED SUPPORTERS CLUB TRUST LIAISON MEETING 19th February 2008

1. Present

Geoffrey King (GK), Garry Adamson (GA), Paul FitzGerald (PF), Bryan Woodford (BW) and Paul Yeomanson (PY) were present. Apologies were received from Derek Wilshire (DW) and Helen Norbury (HN).

2. Matters Arising from the Meeting held on 23rd January 2008.

BW mentioned that the gents' toilets in the Shrimpers Bar still required attention to clean the dirty doorframes of the toilet cubicle. GK will follow up.

3. Youth Team

GK and GA mentioned that formal details of the Trust's substantial sponsorship of the youth team was now on the official website and would appear in the Echo in Wednesday 20th February edition. PY stated that that Ricky Duncan was holding a Question and Answer (Q&A) evening in the Shrimpers Bar on Thursday 21st February for Trust members and this would, for added information, include the on-screen presentation normally given to scholars and their parents.

4. Away Match Tickets

GA stated that in appreciation of the sponsorship of the youth team, the club will provide 4 tickets to the Trust for each way game where they receive complimentary tickets from the opposing team.

5. SUFC Share Issue

Following discussions between PF, PY, GK and Ron Martin (RM), the Trust had decided to make a further investment in the club by adding to their current shareholding and purchase a nominal amount of the shares currently on offer. Whilst individuals must make their own decisions on the merits and risks involved, the Trust had agreed (PF) with RM to mention this investment on their website to show their support to the club. GK said that the largest investment had so far been £18,000 and the amount raised to-date was around £200,000 from over 700 individuals.

6. Shrimpers Bar

PY said that he had received complaints about the shortage of available rolls in the Shrimpers Bar before a match, which he had been informed was due to a number being removed and transferred to the Far Post Bar. Similarly, there had been a complaint about the lack of spirit i.e. Jack Daniels, available as the bottle had been removed on the day and

transferred to a bar upstairs. GK said he would look into this as sufficient products to meet demand should be available.

BW said he had been asked whether there would be a shareholders bar at Fossett's Farm. GK said that there were possibilities for various retail and social outlets at the new stadium but was understandably reluctant to spend much time on any specific issues until such time as the Government approves the stadium plans.

7. Groundsmans Arms

PY said that there had been a request for spirits and 'alcopops' in the Groundsmans Arms, where currently beer was the main alcoholic drink available. GK said that as in 6. above, if there is a demand then the club will look to fulfil it.

8. Trust Player of the Year (POTY) 07/08 – Weds 7th May 2008 ??

PY asked whether Wednesday 7th May would be appropriate for the Trust POTY evening given that it was hoped that the team would at least make the play-offs. GA had heard that Friday 9th was scheduled for a play-off match so the 7th may not be suitable for the playing staff. GK will speak with HN regarding known dates and revert.

GA said that it was intended to hold a Player of the Season Ball in a marquee at Boots and Laces on Sunday 4th May. This would be in a similar format to the successful Centenary Ball but held on the anticipated new ground instead of the old (Roots Hall) and include awards for Player of the Year and Goal of the Season. These awards will be separate and in addition to those given by the Trust.

9. Any Other Business

GA followed up on previous discussions regarding season card prices and said that due to the current share issue the new season card instalment plan will not be introduced until March. Following a review of prices it was found that the season card price for one adult and a child in the Family Enclosure was less than the cost of an adult season card in the rest of the ground. While the club wishes to encourage families to attend matches it had been noted that this pricing arrangement was open to abuse with adults purchasing a Family ticket to obtain admission at a reduced price. A Family Enclosure season card will in future be priced the same as an adult season card to prevent this happening.

GK mentioned the surprising fact that in the region of 20% season card holders do not regularly attend home matches and was willing to consider the suggestion of rewarding young fans who do regularly attend matches.

Following the launch of Blues Lottery, GA asked whether there were any objections to participants being considered as the third level of priority for (cup/away) tickets behind Season Card Holders and Team Blue members. No objections were voiced.

PF mentioned that the Trust intended to hold a Poker night at the Rendezvous Casino later this year and asked whether it could be regarded as an official SUFC event. GA felt that it would be better if it was promoted as a Trust event to avoid any breach of league agreements, including a prior arrangement with Party Poker, although it was anticipated that several of the playing staff would be interested in attending.

PY said that during the recent presentation for 10 years' service, Kevin Maher had offered his services to the Trust and would be happy to attend the Bowling night on 6th March. GK said that the club had no objections in the Trust contacting Kevin direct on this matter instead of the usual arrangement of making such requests through the club.

10. Date of Next Meeting

19th March 2008.