



Crawley Town Supporters Alliance AGM
28th June 2022
7:30pm
Redz Bar, Broadfield Stadium

Minutes

Apologies from Reuben: Sam reads out report- main project is improve marketing and comms, and make it easier to join RR.

Chairman's address: been eventful close season with changes at club. On record to thank previous ownership for previous six years. Thanks Yems and wishes best for future. Welcomes Wagmi and highlights positive initial experiences with Preston. Praises promising fan engagement and season ticket prices. New chairperson will meet with the owners on a monthly basis.

Announces Mat Cowdrey as fan rep to the board, explains how Mat will add value to the club and supporters.

Welcomes Kevin and Dan to the club.

Quiet 12 months for CTSA. Thanks Louie and Steve for organising FF, and welcomes Reuben to the board officially.

Confirms still Sam's intent to step down once a suitable replacement is there.

Reds Rollover

RR numbers down- from 43 p/m to 41 p/m 20/21 to 21/22. Compare to Hendon who have 300.

RR accounts 20/11 to 21/22 compared. Projections for 50 members.

Update on Reds Rollover given -

REDS ROLLOVER FIGURES

2020/2021

Average number of members per month	43		
Money in	£2580		
Money out			
First prizes	£774	Average Prize	£64.50
Second prizes	£387		£32.25
Rollover	£258		
Club contribution	£1161		

2021/2022



Average number of members per month	41 (50)		
Money in	£2460 (£3000)		
Money out			
First prizes	£738 (£900)	Average Prize	£61.50 ((£75)
Second prizes	£369 (£450)		£30.75 (£37.50)
Rollover	£246 (£300)		
Club contribution	£1107 (£1350)		

Plus 3rd prizes, two executive area seats which have mostly been upgraded and 4th prizes, signed books and stadium prints

NOLI CEDERE UPDATE

Action

NOLI SEMPER CEDERE

Now on sale for £10 if bought from myself, afraid it has to be money upfront before I order.

Treasury

Accounts for year 2020-21

All accounts filed each year as we are a registered entity

CTSA largely mothballed as only RR generating regular incoming. Business remains in good health at end of June 2021- £23k in account, small surplus of just under £1000.

Will move to finalise 2022 accounts this week.

Always been a goal for CTSA to have a stake in ownership of club. Money still a restricting factor.

Government's fan led review- likely to be legislated- prospect of independent regulator and supporter groups having golden share.

References clubs at our level and local that have struggled with ownership problems, in relation to the above.

Financially the role Ziya Eren played over 6 years- for all the years he was here he was putting £1m a year to keep running. Crawley only club not to take government bailout money. Left club as he found it largely. States intention to engage more with owners going forward- importance of holding ownership to account.

No questions



Mat: happy to do the role with the club, next year's AGM is an opportunity for me to be openly challenged. If people don't feel I am performing the role properly, I will step down but I will do the job to the best of my ability. Conversations with Preston open and honest. Hopes to be able to engage with club re: finances, and push/challenge if necessary as fans have never had that opportunity.

Financial element, done some digging of my own- the majority of the WAGMI guys are Ivy League graduates who made their money in derivatives and sports betting before crypto. Certain sponsorship assets under previous ownership were massively undervalued.

Sam: important that we know who runs the club- visibility and engagement of owners has given confidence.

Mat: beneficial for those who want to understand cryptocurrency/NFT market if Preston was to host an explainer. A few of the smaller sponsors had not heard from the new owners- Preston was made aware. Every single one got a phone call within 24 hours to arrange a meeting. Important to not alienate historic sponsorship/funding.

Sam: every supporter organisation should aim to have a stake in the club to avoid damage if money is pulled out.

Q: have we got a plan PR wise? From a broader perspective, particularly capturing young fans.

Mat: WAGMI are keen to grow local support but probably need help doing it as they don't know local environment.

Sam: staff behind the scenes very thin, due to previous regime not willing to spend money on it.

You'll see a marketing manager come in which previous regime were not willing to do as were not thinking long term. Need to grow fanbase.

Mat: important to establish what is the long term strategy for growing Crawley at a local level? We have an opportunity to push and push to build local support.

(Club announce Tunnicliffe is leaving)

Steve: met Hunter Orrell last night

Hunter is there for the communications side of things.

Discussion regarding how local community can be tapped into- emphasis on PR and marketing. And matchday experience (catering).

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