



Fan Advisory Board – Meeting Minutes

Date: 03/11/25

Time: 6:30pm – 8:00pm

Location: Online (Teams)

Chair: Karl Bowater (KB)

Minute-taker: Craig Hamilton (CH)

Summary

The Fan Advisory Board (FAB) held its second internal meeting to review outcomes from the recent meeting with Aston Villa at Villa Park, discuss updates from the Premier League FAB Network, progress the development of FAB communications and website infrastructure, and review Working Group activities.

The meeting also confirmed key next steps regarding the forthcoming agenda for the next meeting with the Club and the next in-person internal meeting.

1. Attendance

- Members present:
 - Karl Bowater (KB); Nick Hoskins (NH); Craig Hamilton (CH); Jag Kalaar (JK); Andy Carlill (AC); Sue O'Brien (SO); Min Grimshaw (MG)
- Apologies:
 - Sarah Breslin (SB); Grant Adams (GA)
- Absent:
 - Joanne McKibbens (JM)

2. Agenda Items & Discussion

Item 1: Discussion on last FAB meeting at Villa Park

Summary of discussion:

- Members reflected positively on the Club's handling of the Maccabi Tel Aviv fixture and appreciated the inclusion of the Financial Director in discussions.
- It was noted that several items were missing from the official Club minutes (e.g. the membership third-party change and Women's updates). FAB agreed to take its own notes moving forward to ensure actions and follow-ups are accurately recorded.
- The seating arrangement (FAB and Club positioned separately) was felt to create an "us vs them" atmosphere — future meetings should be more integrated.
- Actions to be followed up online rather than during the meeting include:
 - Matchday Clinics – whether to proceed and how to structure.
 - Ambassador Programme – ex-players (male and female) as potential ambassadors.
 - European Away forms – future handling process.
- FAB agreed that the **Fair Ticket Price Freeze** initiative from the FSA should be supported and added to the next agenda for discussion.

Agreed actions:

- FAB to maintain its own internal minutes for all future meetings.
- CH to ensure the "Fair Ticket Price Freeze" item is added to the next agenda.
- Seating arrangements for future Villa Park meetings to be raised with the Club when submitting next agenda.

Item 2: Premier League FAB Meeting Overview

Summary of discussion:

- KB provided an overview of the recent Premier League FAB session; members were asked to review the circulated slides for implications relevant to each Working Group.
- KB proposed opening access between the PL FAB wider group and AVFC FAB Working Groups to encourage collaboration and shared learning.
- JK requested clarity on the relationship between FABs, IFR, FSA, and FSE — how these networks connect.
- FAB agreed that the website should include a section illustrating this governance network.

Agreed actions:

- All members review PL FAB slides circulated by KB.
- CH and AC to include "FAB Network Structure" on the website.

Item 3: Website Update

Summary of discussion:

- CH provided an update: domain and email setup are in progress; website build underway.
- FAB agreed to use **group** email addresses (e.g. culture@, women@) rather than individual names.
- AC presented a draft **Vision Statement**; members discussed and agreed AC will refine it with CH for inclusion on the website.
- A **media@** email address will be added for incoming press enquiries.
- Target launch date: **1 January 2026**, accompanied by a **ticketing survey** to be developed by the Ticketing Working Group.
- FAB to request Club support for promoting the survey.
- Members will supply photos and 200-word biographies; Working Groups will provide short statements similar in format to CH's Culture Group document.

Agreed actions:

- AC & CH to finalise website content and vision statement.
- Ticketing Group to develop survey for January launch.
- All members to supply short bios. CH to chase club on headshots.
- CH to add "Club promotion of FAB survey" to next agenda.

Item 4: Issues for Resolution

Summary of discussion:

- FAB confirmed support for appointing an **Ambassador**, with both male and female ex-players preferred.
- FAB agreed to proceed with **Matchday Clinics**, with the **Fan Engagement Group** to take this forward.
- Concerns raised regarding **Membership Pack fulfilment**, particularly postage paid but gifts undelivered — to be raised with Club.
- FAB must provide the Club with names and leads for each Working Group. Confirmed leads:
 - **Culture:** CH
 - **Women:** SB
 - **Accessibility:** JM
 - **Fan Engagement:** AC
 - **Ticketing:** SO

Agreed actions:

- CH to add membership pack issue to Agenda for next meeting with Club.
- CH to collate Working Group lead names and share with Club.

Item 5: Working Group Additional Support

Summary of discussion:

- FAB discussed inviting additional individuals to join Working Groups where specific expertise is lacking.

- Members emphasised that co-opted individuals should only be added where they bring unique expertise or a clear contribution.
- Example: **Mark Goodwin** to support the Ticketing Group.
- Governance around co-opted members to be clarified.

Agreed actions:

- CH to add seeking guidance from the club on co-opted members to next agenda.

Item 6: Working Group Updates

Women (SB):

Update provided via WhatsApp:

- The Women's Group will have two strands:
 1. **Women's Team:** following fan forum call for interest, SB, Maggie, and Matt will meet to shape plans.
 2. **Women in Football:** to build a wider community of female supporters; awaiting meeting with Ashlee Milliard (Head of Safeguarding).

Culture (CH):

- Vision, aims, and 2025–26 plan circulated mid-October, including work toward a **Heritage Charter** and initiatives around the **North Stand Development**.

Accessibility (JM):

- JM absent; update to be provided separately.

Fan Engagement (MP):

- Overview document nearing completion, in the same format as CH's Culture document.

Ticketing (NH/KB):

- Preparing content for Ticket survey and upcoming agenda items (e.g. price freeze, memberships, away allocation).

Agreed actions:

- JM to provide Accessibility update via email.
- CH to coordinate upload of all WG statements to website.

3. Decisions Taken

- FAB will maintain independent minutes for all future meetings.
- FAB to support the FSA's Fair Ticket Price Freeze campaign.
- Website launch date confirmed for **1 January 2026** but aim is earlier
- Matchday Clinics and Ambassador initiative approved in principle.

- Working Group leads and governance on co-opted members to be finalised.

4. Actions Agreed

| Action | Responsible | Deadline | Status |
|---|-------------|----------|----------|
| Circulate meeting minutes | CH | 04/11/25 | DONE |
| Circulate draft agenda for next Club meeting | CH | 08/11/25 | IP |
| Comments on draft agenda | ALL | 13/11/25 | PENDING |
| Submit agenda to club | KB/NH | 18/11/25 | IPENDING |
| Finalise Vision Statement & Website draft | AC/CH | 30/11/25 | IP |
| WGs to supply docs outlining mission and work to CH | ALL | 30/11/25 | IP |
| Develop Ticketing Survey | TICK WG | 30/11/25 | PENDING |
| Confirm guidance on co-opted members | KB | 08/11/25 | PENDING |
| Accessibility WG update | JM | 08/11/25 | PENDING |
| Supply CH with 200 word biogs for website | ALL | 08/11/25 | PENDING |

5. Any Other Business (AOB)

- Discussed the term length for non-independent members — five positions due for replacement next year.
- Query raised on who conducts interviews for replacements (to be clarified).
- Next agenda to include “succession and recruitment process” for discussion.

6. Next Meeting

- **Date:** Monday 1st December 2025
- **Time:** 6:30pm – 8:00pm
- **Location:** In person (venue TBC – SO/JK to advise)
- **Additional:** Informal drinks and curry before/after meeting.
- **Next AVFC Meeting:** Tuesday 2nd December 2025 at Villa Park.