

MINUTES OF FANS CONSULTATION GROUP MEETING SATURDAY 23 APRIL

Present

Peter Warrilow and Kris Carr AVST
Gary Kilburn and Vaughan Ellis Lions Clubs
Anne Mcgovern avillafan.com
Joe Costello Heroes and Villans
Steve Gough AVISC
David Michael MOMS
Ian Stokes Vital Villa

Steve Hollis, Brian Little, Nicky Keye, Tommy Jordan and Lee Preece all representing Aston Villa Football Club

An agenda numbering 10 items had been presented for discussion.

Time constraints determined that not all issues were raised and those outstanding have been addressed to the Club for a more detailed response.

The numbers detailed below refer to the agenda numbered items

1. Steve Hollis said that for obvious reasons he could not go into details regarding a potential sale but that discussions were taking place and in part the appointment of a new manager was dependent upon the outcome of those discussions as were new board appointments following the resignations of Messrs Bernstein and King. Steve also confirmed he is in dialogue with a number of parties interested in buying the club with interest coming from here in the UK as well as America and the Far East.

2 and 3 Ticketing and Pricing. Nicola Keye dealt with this and explained the rationale behind pricing. We would not be the most expensive Club in the Championship and recognising that there are important income considerations (and Financial Fair Play) to consider it is not thought that more drastic cutting of prices is possible. Villa Park has 40% concessionary ticket sales and as a result the average ticket sale is much below the ticket price.

The Club will review pricing in light of attendances An invitation to participate in a ticket pricing group was extended.

The Club has details of lapsed season ticket holders and will be campaigning to persuade them to return

The initiative was raised of having a percentage rebate to season ticket holders if the club failed to make at least the Championship play-offs. This is something a new owner could consider as a statement of intent.

It was also proposed a 'singing section' should be looked at to help & focus atmosphere in light of tier closure and redevelopment of the Lower North.

7. Dressing room harmony will be a matter for any new manager and Brian Little spoke at some length on the type of manager and player (including having leaders in defence and midfield) that

he thought we should seek to recruit. The concern of supporter-player relations was discussed and what efforts to connect players back to Villa supporters could be made.

9 The key objective for next season as stated by Steve Hollis is a return to winning ways and to win, win and win to secure an early return to the Premier League

10 The issue of taking the Club captaincy away from Gabby Agbonlahor was raised but it was said that his actions are still under investigation.

Finally, Steve Hollis said that he welcomed supporter input from meetings such as these and was always prepared to meet and talk with supporters