

## **Draft minutes of the Special General Meeting of the Wimbledon Football Club Supporters' Society (the Dons Trust) held at The Cherry Red Records Stadium, on Thursday 22 September 2011.**

Matthew Breach began the meeting indicating that there would be no voting procedures during the meeting. He then outlined the agenda, noting that the Trust update would be given first based on feedback from members who attended the April SGM. He also noted that Kris Stewart was running slightly late due to transport issues so the agenda would be shuffled slightly.

### **Apologies**

Apologies were received from Board members Kate Terriere, Nicole Hammond and Iain McNay plus a number of other DT members who were unable to attend.

### **Minutes of the AGM held on 14 April 2011 (Agenda item 1)**

The members unanimously passed the minutes of the AGM held on 14 April 2011 (paper SGM0911-1).

### **Membership Working Group (Agenda item 3b)**

Simon Bath gave a brief overview of the aims of the newly formed Membership Working Group, a body he is leading on behalf of the DTB aimed at looking to improve the "experience" of current members and increasing recruitment of new members. Several suggestions were then received from the floor on the subject, including "switch to a fixed membership period", "follow up with lapsed members to find out why they left", "single renewals for families", "member's surgeries" and "include as standard (with opt-out) with Season Ticket applications".

### **Communications Working Group (Agenda item 3c)**

Dave Grows then gave a presentation on the progress to date of the Communications Working Group, a body he is leading on behalf of the DTB. The main focus of the presentation was to provide an overview of the strategy that the group had developed. The two areas that provoked the most questions were on the subjects of resources to support communications and the future of the Club's Internet site. It was confirmed that the Club were just starting the process of recruiting a dedicated Communications Executive whose remit would be to both provide content to all the Club's existing media outlets and to work to increase the Club's overall media presence. It was also confirmed that the Club would be moving to the FLi (Football League interactive) website model during the current season. Erik Samuelson outlined the plan from the Club's side, explaining that there was a major update of the basic FLi offering in train and that we were working with them to ensure our requirements were taken into account during that

process. We are likely to migrate to the FLi portal when the new version is available. It was also confirmed that some services offered by the Club that are currently free (including WDON) will become subscription services. A specific question was raised over the fact that WDON and related services are currently funded through voluntary donations; Erik explained that some of the income received through subscriptions would be used to provide equipment, etc., as currently covered by donations.

### **Summer Strategy Review (Agenda item 3a)**

Kris Stewart then summarized the strategy paper supplied with the SGM calling notice (paper SGM0911-2) on behalf of Kate Terriere who is leading this activity on behalf of the DTB. He then explained that the document would be updated prior to the AGM with specific objectives and the actions necessary for the DTB and Club to achieve them; it is intended that all actions will have a named owner and target date for completion although this process wouldn't be completed by the time of the AGM as the composition of the DTB may change after the election results are known. There were a few specific queries over the contents of the paper which were noted and will be addressed in the next issue, but an indicative vote showed that the members present all approved of the basic document and the proposed way forward.

### **Election Update (Agenda item 3d)**

Matthew Breach then updated the meeting on the latest news for the election as provided by Dave Boyle, the Election Steering Group Chair. There were several questions on the voting process and the forums that will be available for quizzing candidates. It was agreed that the previous year's online forum would be retained as a supplement to the online hustings that Dave Boyle has proposed. It was also confirmed that paper votes would continue to be available to all in addition to the new electronic voting approach.

Matthew Breach then closed the Trust update session and called a 15-minute break before the Club update session.

### **Plans for Stadium Development at Kingsmeadow (Agenda item 3a)**

Erik Samuelson presented, using a brief slide pack, the reasons for seating the Kingston Road End and the current options for implementation.

There were a few questions relating to the detail of the Football League ground grading rules that are the driving force behind this plan. There were also several questions about the implementation options, the likelihood and speediness of receiving planning permission and how the Club would pay for the project. Erik answered these and essentially described this area as "business as normal" in keeping the Club competitive and creating a better match day experience for fans.

Following on from hearing of the Kingsmeadow plans, a member asked for an update on the plans for a prospective new stadium in Merton. Erik gave an update on the general progress

("slow but steady") and stated that he was meeting the Merton Project Leader within a week to discuss the preferred sites.

### **Questions and Answers (Agenda item 3b)**

Matthew Breach then introduced the other three Football Club Board (FCB) members as they joined Erik at the front of the stage; David Charles, Nigel Higgs and Ivor Heller.

A lively question and answer session then followed with all four FCB members engaged. Topics included the Club's approach to improving our presence in our local communities (beyond the Football in the Community schemes), the choice of charities to support, the status of the Customer Relationship Management (CRM) system project, the cost of postage of online merchandise purchases and the current status of the Club's application to receive a credit card facility.

### **Any Other business (Agenda item 4)**

As the Q&A session with the Football Club wasn't completed until 10.30pm, after checking with members present Matthew Breach called the meeting to a close at this point.