

Dons Trust Board Meeting



Thursday 5 January 2012

The Cherry Red Records Stadium
Presidents Lounge



APPROVED MINUTES

Members:

Matthew Breach (MB) - Chair
David Grown (DG) - Deputy Chair
Tom Adam (TA)
Simon Bath (SB)
Zoe Linkson (ZL)
Sean McLaughlin (SM)
Iain McNay (IM)
Kate Terriere (KT)

Invited:

Ivor Heller (IH)
Nigel Higgs (NHi)
David Charles (DC)
Erik Samuelson (ES)
Warren Harvey (WH) – Secretary

Apologies:

Nicole Hammond (NHa)

Ref	Item	Action
	The meeting began at 19:30.	
1.0	Apologies/Minutes/Matters Arising	
1.1	Apologies were received from Nicole Hammond.	
1.2	December Minutes DG to send to WH for upload.	DG
1.3	TA to speak to ES regarding 4.4	TA
1.4	Following the election results at the AGM, the board would like to thank Kris Stewart for all his work for the Trust and club. The board would also like to welcome ZL.	
2.0	Football Club Board Report	
2.1	Football ES talked about our current run of form and what Terry Brown (TB) is doing to ensure results turnaround. ES stated that TB believes that we need is 4-5 players.	

2.2	ES went through a list of players that the club are targeting. The incremental costs are aligned to our projected income and are within the agreed budget.	
2.3	ES spoke to TB about whether the coaches need to be full time. TB's view is that he has all he needs. He observed that he always has at least two coaches at training and there's never a time when there is just one coach there.	
2.4	DG asked if we were likely to get any fees for the listed players. ES replied that we were unlikely to receive any transfer fees; our job is to get as much as we can but also our job as a football club is to help them find a new club.	
2.5	IM commented that last season we were promoted with a wage budget half way on scale with the other clubs; this season we have the fourth lowest. We are continuing to ask our management team to over perform. Maybe next year we need to increase that.	
2.6	NHi noted that in the past we have been doing things [in training] that our competitors haven't at that level, e.g. going full-time. He said that now we were at a higher level it was important that we continued to do this and review how we compared to our competitors. ES said that we are doing some benchmarking with other clubs.	
2.7	In the light of various correspondences within the DTB before the meeting, ES wanted to clarify that it's the FCB's role to run the Football Club. MB replied that the FCB had control of all operational matters including Football - essentially "your employees, your responsibility". The DTB's role was to appoint the right CEO (and FCB) and provide strategic direction and oversight.	
2.8	<p>Commercial Director</p> <p>IH noted that the next few [Kingsmeadow Live] gigs were selling well.</p>	
2.9	SB asked that as we must now get a lot more attention from sponsors; do we need a bigger team? IH replied that we have enough at the moment. We have checked with other clubs w.r.t. pricing and we think we have it spot on.	
2.10	MB suggested job swapping for volunteer roles. IH liked this idea very much.	
2.11	DG congratulated IH on achieving the full year budget on merchandising.	
2.12	<p>Youth & Community</p> <p>NHi agreed to give a briefing on the EPPP at the next meeting.</p>	NH
2.13	<p>Operations</p> <p>Following a couple of incidents this season, DC noted that the match sponsors will be moved to the other side of the gangway from next season.</p>	

2.14	DC commented on the Football League Mystery Shopper results and there were lots of highs and not many lows.	
2.15	DC noted that the club have agreed to take part in the next ticket promotion to be run by The Sun newspaper.	
2.16	Chief Executive ES stated that we need to commit to the KRE works by the beginning of March. So long as we apply for the grant before the end of the season we are eligible for it	
2.17	IH noted that we've had a quote received for the back bar awning in the region of 5-7k.	
2.18	ES to produce a full list of pros/cons of possible sources of funds [for the new stand] for the next DTB meeting.	ES
2.19	MB asked if we could take the roof off the KRE and put it either side of the John Smith's stand – ES agreed the idea worthy of review.	ES
3.0	DT Action Plan	
3.1	MB has updated all the unassigned actions. All DTB members need to write a plan of what they are going to do with their actions. Two dates were pencilled in for the next "single item" DTB session on the actions: 23 rd /26 th February.	ALL DTB
3.2	A definitive final version of the strategy is on the OS.	
4.0	Name / Branding	
4.1	MB noted that only one response was received on the name of "AFC".	
4.2	MB's question of 'shall we change the official name of the trust' was met with ambivalence.	
4.3	This will be parked until the summer when there will potentially be a survey.	
5.0	Any Other Business	
8.1	DT Tenth Anniversary There will be 2 pages in the Bradford programme. SB will update the membership form. Any other ideas to go through SB/DG.	SB
8.2	Football League Charity The Prostate Cancer Trust has been selected as the official Football League charity	

	for 2012/13.	
8.3	<p>Gift Register</p> <p>Mark Davis had a big hand in the development of the original form. It was agreed there should be a live register of gifts and entertainment to be maintained by the DT Secretary.</p>	WH
8.4	ES noted that he has asked the League 2 representative on the Football League whether the League might commission guidance on compliance with the Bribery Act, rather than each club taking advice about its own safeguards.	
8.5	<p>SGM/AGM on WDON</p> <p>The question of broadcasting the SGM/AGM on WDON was asked by a DT member living in Australia. It was agreed that they should not be broadcast live.</p>	
8.6	WH suggested that we could record them and put them up at a later date.	
8.7	IH noted that there should be a constitutional expert lined up at GMs with a copy of the constitution.	
	The meeting closed at 10:08pm. The next meeting will take place on 9 February 2012.	