

Dons Trust Board

Draft Minutes of Meeting Wednesday 16 March 2016

The Cherry Red Records Stadium President's Lounge

7.30pm

Members

Matt Breach (MB)

Mark Davis (MD)

Jane Lonsdale (JL)

Nigel Higgs (NH)

Tom Adam (TA)

Colin Dipple (CD)

Roger Evans (RE)

Invited

Jonny Madill (Sheridans) (part)

Erik Samuelson (ES) (part)

Mick Buckley (MBu) (part)

Rob Crane (RC) (Secretariat)

Michael Hayes (MH) (Secretariat)

1. Apologies

Apologies were received from David Grouns, Sean McLaughlin, Rob McGlinchey and David Reeves.

2. Presentation by Sheridans

Jonny Madill of Sheridans (JM) presented the Briefing Note which had been circulated previously, plus a summary prepared for the meeting on the agreement between Fox and AFCWL.

[This section has been redacted]

Following the presentation, JM, MBu and ES left the meeting.

3. Review of FCB Papers (DTB only)

In keeping with a new initiative proposed at the DTB's recent planning meeting, the purpose of this DTB-only item was to identify key points of concern on issues to be raised with the FCB under item 4, leaving minor issues to be resolved outside the board e.g. by email.

MD and JL raised the issue of Ladies and Girls Funding, the section's ambition to be a Centre of Excellence, and its relationship with the Club. NH noted that the proposed SLA is the way that the Football League Trust (who contribute funding to the Foundation) recommend that clubs should proceed in this area. MB noted that the key issues are the level of funding they should get from the DT and the desirability of bringing them further under the club umbrella. JL noted that the increased funding given last year was part of the matched funding with MR.

The three conditions suggested in ES's paper for future funding of the Ladies and Girls were agreed. The amount of funding to be discussed under item 4. JL noted that the Girls are now Junior Dons as part of the existing funding agreement.

On ticket pricing, MD noted that he may need to produce the follow up report to his ticket pricing survey, should consultation with membership be required.

On the Dons Draw, there was no objection to focus the draw's marketing on generating funding for the academy. There was concern about governance, and the relevant conditions regulating small lotteries (as to promoter etc.) should be understood and followed if the draw is to be run by the club and not the DT. JL queried why the rebranded Dons Draw is being launched at a home game when the aim is to target non-AFCW fans.

The Board agreed they would like a verbal update on the section 106 agreement from ES.

It was noted that a community share issue to bridge the ultimate gap between borrowing and stadium cost now seems less viable due to more stringent conditions having been imposed by the government and an application to the E.U. for a state aid exemption not yet having been submitted / approved.

[This section has been redacted]

JL pointed to evidence that people were not signing up to WAW and keeping powder dry for a community share issue.

[This section has been redacted]

JL noted that there is nothing in the FCB Report about the Foodbank.

NH noted that there was nothing said about London Living Wage (LLW).

JL wanted an update on fan safety.

4. FCB Update

(ES and MBu rejoined the meeting)

(a) FCB Report

MB followed the main points DTB members had raised on the Report earlier in the meeting and minuted at 3 above.

ES said that following the alleged "launching" incident, additional stewards have been allocated to manage the area, some responsibilities have been reorganised, CCTV will be focused on the area more often, and a dedicated mobile number for complaints has been set up and advertised. CD has supplied David Charles with contact details of a security expert whom he can contact for advice.

MBu noted that there is now an announcement about the Foodbank on the website.

ES reported that DC has had some replies from suppliers about LLW. The aim is to work out what the extra cost to the club would be.

[This section has been redacted]

ES reported that Darius Charles (centre back) may sign on loan from Burton.

It was suggested that NA and JS should be invited to the May DTB meeting.

Action: NA and JS to be invited to May DTB meeting.

(b) Stadium Update

JL asked, following reports on social media, whether Boris Johnson will be looking at the planning application on March 22? ES noted the club hasn't heard anything official. He has also learned that the GLA are likely to be continuing to look at applications without regard to purdah.

[This section has been redacted]

Action: ES to revise Gantt Chart.

(c) Ticket Pricing

ES said that funds raised to pay for building the stadium should be ring-fenced from the playing budget. Naming rights will not produce revenue until we are playing in the new stadium. ES noted that no time is the right time to raise prices, but securing promotion may require it. Even if AFCW make the playoffs, the amount of money made would not be huge, and would depend on whether the team would get to the playoff final and who it played against. ES will circulate figures on this.

Action: ES to circulate figures demonstrating estimated revenue from playoffs.

[This section has been redacted]

It was noted that the DTB has an obligation to consult members but is not bound by the membership, although ES said that if there was a negative vote, the proposed increase would in practice be abandoned.

After discussion, the DTB unanimously resolved:

- 1) To agree in principle to put to the membership the intention of the FCB to raise prices next season in the event of promotion to League 1 subject to:
- 2) Some tweaking of individual prices – suggestions should be made direct to ES.

Prior to the April SGM a note will be sent to DT members saying that the FCB has put the proposed conditional increases to the DTB and the DTB is putting the proposals to the vote. The note will explain how the extra money would be used.

Action: ES to prepare a draft note for DTB approval, to be sent to membership with SGM papers. MD to finalise his ticket pricing survey report to be posted on website.

(d) Dons Draw

In answer to JL's question why launch at the home game with Crawley, MBu said this is because it is Academy day with many parents present, some of whom will hopefully sign up.

(e) Ladies Team and Budget

ES circulated the Ladies and Girl's Budget. MB said that the DT approves the proposals made by ES, but is concerned as to how the Ladies and Girls will fund their ambitions.

[This section has been redacted]

The DTB agreed that the DT does not have the resources to pay £17,500. Given that fact, ES suggested that the Ladies and Girls should continue to receive £15K from the DT (subject to confirmation from SM that this is affordable) payable in 3 instalments say 1st July, 1st October and 1st January, and subject to two further conditions namely that an SLA is signed and a DTB member (perhaps DG) sits on their board. This was agreed by the DTB. JL noted that the Girls are now Junior Dons in the same way as the Academy boys.

Action: MB to respond to the Ladies with this offer. SM to confirm affordability.

(ES and MBu left the meeting)

(f) Webjam

JL reported that a legal agreement covering software as a service has been approved by lawyers and will be signed on 18 March.

6. DTB Update

(a) Review of 28 February Meeting

MB reported that he has prepared a protocol for Boardroom attendance.

MB and DR to be responsible for undertaking the consultation on safe standing.

Item 7 of MD's paper was considered. It was agreed that CD and the Secretary should form a working group to cover Member Representation. MB to make a decision on co-option.

In view of continuing concerns about stadium design expressed by TA, it was agreed that AW should be invited to attend DTB meetings say every 3 months.

Action: Member Representation Working Group to be formed. AW to be invited to attend DTB meetings quarterly.

7. AOB and Next Meeting

The identity of the Safeguarding Officer should be confirmed with ES and notified to those concerned.

The Board confirmed that all redacted but unpublished minutes were approved (subject to confirmation with ES) and should be posted on the website.

Action: RMcG to confirm that ES is happy with unpublished redacted minutes and post them on the website.

Next DTB meetings – Tuesday 12 April (7.30 pm). SGM on April 7.

DTB Member Activity Since Board Meeting On February 15, 2016.

Matthew Breach

General: manned DT kiosk (2 games) and compiled 3 DT programme pages.

DTB Meetings: organised meeting with Dan Norris on the KM sale agreement; organised special meeting on priorities for the year (Feb 28th) including 2 attending evening working sessions with our facilitators and the meeting itself.

Mark Davis

Reviewed and commented on the draft contract with Webjam

Prepared a paper proposing DTB member roles following the special DTB meeting on 28 February.

Jane Lonsdale

Webjam Undertaken recruitment of moderators; Meeting with James Booth on comms strategy on 4 March; Leading negotiations with Webjam on Software as a Service agreement, including lawyer discussions; Meeting with new project lead for Webjam on 11 March. Arranged project plan meeting for 18 March.

Board: meeting with Dan Norris - club lawyer re Kingsmeadow sale on 24 February; Meeting with DTB, Chris Heald and John Sargent on Sunday 28th Feb to set priorities for 2016.

Junior Dons: Compilation of Haydon page in matchday programme for: Oxford (27 Feb); Accrington (5 March); Arranging new player profiles and obtaining more quizzes for inclusion on the page.

Member engagement: Dons Trust Kiosk Rota duty on 5 March. Responding to members following safety concerns on 27 Feb; queries re volunteering and membership.

Colin Dipple

Represented the Board at Notts County fixture

Twice managed the DT cabin during the month

Wrote a DT programme page for the Accrington fixture

Attended meeting with lawyers regarding the sale of Kingsmeadow stadium.

No other member activities were submitted to the DT Secretary by DTB Members.