

## **Dons Trust Board**

**Draft Minutes of Meeting Thursday 12 May 2016**

**Cherry Red Records Stadium President's Lounge**

### **Members**

Matt Breach (MB)

Mark Davis (MD)

Jane Lonsdale (JL)

David Growns (DG) (part)

Roger Evans (RE)

Nigel Higgs (NH)

Colin Dipple (CD)

Tom Adam (TA)

Sean McLaughlin (SM)

### **Invited**

Erik Samuelson (ES) (part)

Rob Crane (RC) (Secretariat)

Michael Hayes (MH) (Secretariat)

### **1. Apologies**

Apologies had been received from Rob McGlinchey.

### **2. DTB Discussion: FCB Papers and Current Issues**

*The DTB met for an initial 30 minutes without ES to discuss questions they wish to raise surrounding the FCB report.*

#### **(a) Stadium Update**

An update was given on the status of the new stadium.

*[This section has been redacted]*

#### **(b) Accounts, Cash Flow, Budget etc.**

NH asked to see an up-to-date forecast and business plan. It was noted that the DTB had seen the business plan that had been submitted to the bank, but it was agreed to ask for this to be updated and also for an update of the table which projected the source and application of funds. NH further suggested that key documents like these should be more easily accessible; SM suggested that the DTB should agree on what should be treated as key documents, and store these in an easily accessible location such as Google Drive or Webjam.

MD commented on the playing budget and wondered if “windfalls” (such as cup runs and player sales) should be released over a period. MB noted that there is already a policy in place since the sale of Chris Hussey that only 50% of windfalls are able to be allocated to the operational budget without DTB approval.

*[This section has been redacted]*

(c) FCB Report (other issues)

JL had questions on sponsorship. There was discussion about the La Manga cancellation, which some suggested had been badly handled. *[This section has been redacted]*

JL wanted an update on the End of Season Event, as this was being advertised as a Dons Trust event (more details about guests, speakers, food and generally as to the offering).

There was discussion about playoff ticketing issues (difficulties in contacting the office, handling fee of £1.50 per ticket, application of restrictions on tickets per applicant quota, etc.) It was noted that if we get to the final, tickets have to be bought via a designated commercial agency.

*[This section has been redacted]*

There was concern that there had not been a timely update on the club OS regarding Connor Smith’s injury.

JL wanted an update on the Dons Draw – how many have been signed up, how much taken etc – and an update on player engagement (publicity for things players do for the club when not on the pitch).

*[This section has been redacted]*

(ES joined the meeting)

### **3.FCB Update**

(a) Stadium

ES provided an update on the progress of the stadium.

*[This section has been redacted]*

ES reported that the GLA planners have fixed a meeting with AFCW on 1 June by when they should know what the new Mayor’s position is. Stephen Alambritis’s advice is that we should not pester the new Mayor, who is fully conversant with the issues.

ES confirmed that no further stadium design fees are being incurred, and that the contracting party is AFC Wimbledon Limited.

MB requested that ES produce an up to date stadium financing table showing projected source and application of funds.

ES said he has requested that Mott MacDonald prepare a restatement of the projected stadium cost, plus the cost of requiring that contractors operate the LLW. ES will also supply the latest previous version.

*[This section has been redacted]*

(b) Accounts

ES said that he does not normally show VAT in the cash flow because the net amount we actually pay is usually small. However, where there are larger amounts to pay (e.g. re the season tickets), then these are shown.

It was agreed that cash flow should be an agenda item for each DTB meeting.

ES reported that we are 90 season tickets ahead of where we were last year.

There was discussion about the allocation of tickets for the Accrington home and away ties. As of the date of the meeting, we have sold 800 tickets out of an away terrace allocation of 1400.

The perceived Accrington ticketing problems for the home tie were relayed to ES, who was asked if extra volunteers would help. ES did not think that paid temporary assistance would help. While the volunteers we use make mistakes they understand the club and know many of the applicants, which is helpful. The ticketing system is unsophisticated.

ES noted that some areas of the 9 month accounts need further review and investigation.

ES summarised the latest 2015-2016 forecast update as showing a breakeven situation for the year. The proposal is that since this is a much better result than the original 2015-16 budget (which allowed for a loss, in effect spending some of the profits from the Liverpool game) that we can use that budgeted loss in 2016-17 instead. In effect we are proposing that 2015-16 and 2016-17 should be looked at as a whole, and therefore that players' wages can be increased.

*[This section has been redacted]*

ES noted that the promotion of well-supported teams is likely to result in lower gates for next season if we stay in League 2.

In answer to a question from RE, ES did not think the new loan player rules would have a significant effect on the budget.

SM noted that the budget is more aggressive but is content with that.

The DTB voted unanimously in favour of the playing budget proposals. *[This section has been redacted]*

(c) FCB Report (Other issues)

In answer to the question about IH pulling some KMLive events, ES said he thought that IH is now better focussed on what is likely to be successful

There was discussion about the La Manga cancellation and the wording of the announcement.

In response to the questions about the End of Season Event, ES said that sales have not picked up, but the event should break even if the bar and raffle go well. It was never intended to be a purely fundraising event.

*[This section has been redacted]*

Regarding Connor Smith, ES said that the reason there was no update on his condition until the Monday following the Newport game was that we did not know his situation until the scans had been done and interpreted. The wrong conclusions either way could have been drawn from a vaguer announcement.

RE asked that, when there is notification of player releases, this should include loan players.

Dons Draw – ES reported that 23 new subscribers were signed up on the day, plus some more later, resulting in an average £5.74 per calendar month per new subscriber.

*[This section has been redacted]*

(d) London Living Wage

ES now has received data from DC which will enable him to prepare a report, with a supplement for the new stadium. This confirms that every person on the permanent staff is on the LLW or above. ES should be able to present the report (minus the stadium issues) for the June DTB meeting.

(e) Other

The DTB asked ES to pass on to NA the DTB's congratulations for having reached the playoffs.

**[ES left the meeting]**

#### **4. Webjam**

JL presented the papers that had been tabled.

She reported that the first 100 trial user had all been chosen from the DT database. These included the original trial users network, DTB members and others chosen by the project plan team. The trial users be contacted in the next few weeks to secure their engagement with the project.

Thereafter, the proposal is to have 2 enrolment events, one at KM and one somewhere in Wimbledon, followed by further enrolment at the August SGM.

NH asked whether a webinar could replace the two meetings: it could be recorded and run on a loop. JL will put this to the project group.

The DTB approved the proposals subject to a budget not exceeding £1000.

As to content, RC (Content Manager) stressed that the aim is to find exclusive content not otherwise available elsewhere. More specifically, it should be anything that raises awareness of the relationship between the Trust and the Club; also detail as to what DTB members do and why, both collectively and individually. Member Feedback is also important. There should be differentiation between Webjam and other communication tools such as the DT website, programme page, etc. The DT website should be used to communicate decisions, while Webjam will be used to debate policy.

The full title will be “The Dons Trust Webjam” and the colloquial name will be “The Trust Webjam”.

DTB members will receive an invitation to sign up. This will be different from signing in to the DTB Webjam pages.

#### **5. DTB Role/ToR Progress Update**

CD reported that he and RM are working on their Membership paper, but meeting has been difficult due to RM's travel schedule. JL suggested that ways should be found to assist John Stenbridge, and it was suggested that he should be invited to attend the Membership working group.

There was discussion about how best to manage a move to a single annual renewal date for DT membership.

There was discussion about co option of a younger DTB member. MD has drafted a job description on which JL has commented. TA suggested that the job description should indicate what is expected and its deliverability. It was agreed that the job description should be posted on the DT website and candidates should be invited to apply for interview.

NH said that the Organisation paper would be delayed.

DG had nothing to report on the Comms/CRM group.

*[This section has been redacted]*

TA said that a Dons Trust fundraising strategy should be developed. He has prepared a paper which he will circulate. A meeting will take place on 24 May to progress the Minithon.

MB reported that the Stadium Consultation Group will meet on 23 May – a good range of people have volunteered.

## **6. AOB**

### **(a) DTB Kiosk Duty Guidance**

The guidance that JL had created and circulated was noted. MB reported that a graphic design student has volunteered to assist with the branding of the kiosk over the summer, but if this does not materialise then the Webjam graphic designer will be approached.

NH suggested that the Kiosk should be used for marketing, but it needs the branding to be completed.

JL asked what had happened to the DTB Member Activity log. MB suggested this should be put on Webjam.

JL asked about progress in bringing NA/JS to a DTB meeting. MB said that the July meeting is being targeted for this, and the performance plan has been requested.

**Next DTB Meeting: Tuesday June 14 at 7.30 pm**

### **DTB Member Activity Since Board Meeting On April 14, 2016**

#### **Jane Lonsdale:**

**Webjam:** Project Plan meetings on 15th April and 6th May. Wire-frame review meeting with designer and some of project board on 3 May.

Refining and agreeing the marketing plan for presentation to the Board on 12 May. Reminder to Board members to provide content to content strategy. Writing board paper for 12 May Board meeting. Recruitment of copywriter for implementation of marketing plan.

**Member engagement:** responding to member queries on volunteers awayday; webjam project, planning application, playoff details, arrangements for games..

**Junior Dons:** Haydon page: writing, collating and submitting Haydon page for Crawley (16 April), Leyton Orient (23 April) and Newport County (7 May). Undertaking feedback (at Newport game) with children on style and content of the Haydon page for next year's programme, to feed into the programme review.

**Bring the Dons Home (BtDH)** Liaison with BTDH team on London Calling (LC) campaign, getting support from other London based Trust clubs and co-ordinating volunteers for LC campaign sign-ups at Leyton game on 23 April.

**Kiosk:** writing and circulating a Kiosk duty guidance for board members of Frequently Asked Questions and useful information to help professionalise Kiosk duty. or last month please note:

**Mark Davis:**

Drew up job spec for additional DTB member.

Took minutes of SGM.

**Matt Breach**

General: manned DT kiosk (3 games) and compiled 2 DT programme pages. Answered 3 requests for interviews from students and other Supporters Trusts.

DTB Meetings: set-up further session with our facilitators (Chris and John) to discuss progress and agree any further actions that would be beneficial to the DTB; organised special meeting on stadium funding (April 28th).

SGM Preparation: Worked up agenda, invite letter and ticket pricing resolution.

Consultation: set-up appeal for volunteers to form a consultation working group; 8 suitable candidates (4/5 appearing to be quality new volunteers) identified and date of first meeting being agreed via Doodle (will be in May).