

## **Dons Trust Board**

### **Draft Minutes of DTB Meeting Monday 15 August 2016**

#### **At the Cherry Red Records Stadium Back Bar**

#### **Members**

Matt Breach (MB)

David Grouns (DG)

Mark Davis (MD)

Jane Lonsdale (JL)

Roger Evans (RE)

Tom Adam (TA)

Colin Dipple (CD)

#### **Invited**

Erik Samuelson (ES )(part)

John Stembridge (JS) (Membership Sec-part)

Ivor Heller (IH) (part)

Rob McGlinchey (RM) (DTB Secretary)

Michael Hayes (MH) (Secretariat)

Rob Crane (RC) (Secretariat)

Matt Spriegel (MS) (DTB Co Optee)

#### **1.Apologies**

Apologies had been received from Sean McLaughlin and Nigel Higgs.

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

*[This section has been redacted]*

JL said she had some comments on the FCB Report but was happy to raise these under Agenda item 3.

#### **3.FCB Update**

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

ES said that there have been 8 to 10 thousand responses to the Mayor's two week consultation. This is excellent but the unintended consequence is that these responses will all have to be considered which may cause some delay. *[This section has been redacted]*

JL suggested, and the DTB unanimously agreed, to record thanks to the fans who organised their own further lobbying campaign, which produced more responses than the original planning support campaign.

*[This section has been redacted]*

##### **(b) EFL Trophy**

MB said the suggestions that had emerged after discussions with the FCB were:

- to set Swansea and Plymouth prices at the same level;
- to open the main stand only for the Swansea game;
- to donate any profits from the Swansea game to charity (after discussion by the DTB, this to be a local charity) but to retain any ultimate prize money;
- to make it clear that we don't think the Swansea game should be happening;
- to allow NA to choose his team who in each game should play to win
- some statement to be made in the team sheet/programme

It was agreed that MB with assistance from RC would work up comms to present to DT members.

**Action: MB/RC to work up EFL Comms.**

(c) AOB

*[This section has been redacted]*

ES said that the KM pitch is substantially better but the new groundsman thinks it will take a further three weeks to get it into a pristine condition.

JL raised the problem of the gate crashers from Rygas to Chemflow stands. ES said that installing barriers would be expensive so alternatives are being explored such as installing a crossover behind the East Stand or stewarding more effectively.

ES tabled a paper which analyses the extra operating costs of implementing the LLW.

ES said he understood that the DTB had previously decided in principle that it should seek to pay the LLW, but had yet to determine the timetable for implementation. *[This section has been redacted]*

It was agreed that LLW should be on the agenda for the September DTB meeting.

ES reported that Stoke have paid the first half of the payment for Ryan Sweeney.

**Action: LLW to be an Agenda item for September meeting**

*[This section has been redacted]*

## **5. Commercial**

(a) Ivor Heller Report

IH referred to the report he had tabled and said that sponsorship targets had been met, which includes the new sponsorship from Rygas replacing YourGolf Travel. The DTB congratulated IH on these results. IH said the relationship with Wimbledon Brewery is also developing well.

[There was then a discussion over the next kit deal that the Club will enter into as Admiral have now been taken over.]

*[This section has been redacted]*

IH said that a few attendees at the Meet the Manager event had subjected the Bar Manager to abuse because he would not open another barrel of beer for them. IH said the reason for this, which IH fully supports, is that the rest of the barrel would have gone off before the next bar opening, losing a substantial amount in cash terms.

The DTB recorded that it accepts the commercial decisions of the Bar Manager, and that personal abuse is not acceptable. Signs to that effect should be put up at the bars.

**Action: DTB recommendation to FCB that signs be posted in the bars to the effect that personal abuse of staff is unacceptable.**

(b) Ethical Sponsorship

*[This section has been redacted]*

MB said that Ethical Sponsorship is an agenda item for the August SGM. No vote would take place at the SGM, but members' views would be taken, followed by a survey, with a view to presenting a policy at the December AGM.

ES noted that historically, the DTB had taken the view that gambling sponsorship was the last resort, and hopes the DTB will base its decision on principle. The process should be done properly and should not be rushed.

TA said maintaining the club's ethos is important.

JL agreed with ES that the DTB should lead on ethical sponsorship and remember the ethos of the club.

The DTB recorded its thanks to IH.

A discussion took place on ethical sponsorship. **Action: DG will lead the ethical sponsorship discussion at the SGM, with a view to undertaking a subsequent survey to be brought to the AGM in December.**

**DTB Only**

## **6. Co-option of additional DTB Member**

Matt Spriegel was introduced and welcomed. All DTB members present approved his co option to the DTB. An announcement will be made on the DTB website on Wednesday 17 August.

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

(a) Webjam

JL reported that DTB members and the first 100 participants have received an invitation to join the site, the moderators have been appointed, and material is now needed from DTB members. There have been communications over the past few weeks including leaflets, emails, articles in the programme and DTOS and OS articles. DTB members should be free to post individual views on the site, but the board's collective view should be the view that has previously been agreed by the DTB.

*[This section has been redacted]*

**Action: DTB members to sign up to the website and suggest material for publication on it.**

(b) Survey/Strategy

MB said that a wide-ranging survey will not be undertaken until the DTB has firmed up on strategy. In the meantime, some specific issue surveys will go ahead. The Ethical Strategy Survey is to be developed following discussion at the SGM. A safe standing survey is also planned. *[This section has been redacted]*

(c) Membership

RM circulated a paper to be considered at the September DTB meeting. He invited JS to speak and said that JS needs support in his role as Membership Secretary.

JS said that he had been Membership Secretary since the start. He summarised the tasks involved in the role. The database can only be accessed and updated by a single user (JS) and this inhibits delegation. Many members now pay by credit card via paypal which gives JS reconciliation problems and is time consuming. 3000 membership cards will be sent out over the next few months. Volunteers provide help, but the main burden is on JS. JS needs help with day to day queries. New members, of whom there have been around 300 since the playoffs, are particularly time consuming. Linking the DT database with the club's proposed CRM will be very helpful, but JS is looking to take on more of an oversight role.

MB said it is vital to migrate the database to the central CRM. DG reminded the DTB that it had been agreed to proceed with the CRM due to the fact that it was regarded as an indispensable tool. DG said he had put a detailed proposal to ES and the club were pursuing it. JL noted that at the SD conference, there were businesses able to manage memberships, so outsourcing the membership function could be considered.

MB said that the key objective should be to implement the CRM, because until that is in place, the single user database will remain and it will be difficult to achieve a handover from JS. In the interim, the DTB should provide assistance to JS, and consideration should be given to appointing an assistant membership secretary to support JS.

The DTB thanked JS for all the work he had undertaken as membership secretary to date.

(d) Fundraising

TA said that following his appeal for volunteers he has accepted 4 people to help him develop a fundraising strategy team. A meeting with ES has taken place, and TA has prepared a survey of all fundraising initiatives since the formation of AFCW. TA hopes to have something to present to the DTB by Christmas.

TA noted that the Minithon is being organised by Eileen.

(e) SGM Preparation

Presentations should be ready at least seven days before the meeting. DG will prepare slides for the Ethical Sponsorship discussion. MS to be introduced and was asked to speak for 30 seconds about his background and youth engagement. RM will take the minutes.

**8. AOB**

#### a) Board Minutes

JL observed that DTB minutes have not been posted since March 2016. She has received complaints about this and she reminded the DTB that delay in posting minutes was the subject of a members' resolution in the past requesting that minutes should be published much more quickly. The DTB must be prepared to be criticised about this failure at the SGM. There was discussion about how this delay comes about. It was agreed that the minutes process would be improved if the 7 day time limit for DTB members to make comments (i.e. 7 days after first receiving the draft minutes) was strictly enforced, and if redactions were left to the Chair and the Secretary to agree with ES. JL also asked for unredacted minutes to be available to DTB members.

**Action: Revised minute circulation/posting procedure to be implemented. RM to set up an unredacted minutes folder on Google Drive.**

#### b) Boardroom Policy and Kiosk

MB said he will handle questions about this at the SGM. RE and MB to host at home games, others as and when available. MB to prepare flexible rota covering both Boardroom hosting and Kiosk duty.

MB noted that a volunteer is required for the kiosk design.

#### c) Election Steering Group

RM reported that John Dolan has recruited a modern media champion and the ESG meets on 18 August. JD and RM to provide details of the meeting to the DTB.

#### d) Thanks

At JL's suggestion, the DTB recorded its thanks to:

- Alex Saville for donating the £611.50 he raised from sale of Wombley tee shirts;
- the Webjam volunteer team for going the extra mile in their assistance.
- Jordan Knight for his overall contribution to the club over the years in many different roles, following his recent promotion to head of goalkeeping.

#### e) Ladies and Girls

DG reported that the AGM had been postponed, which has impeded progress on integration.

#### f) Kingstonian FC

DG reported that he is to meet K's representatives tomorrow.

#### g) Minutes of Working Groups

DG noted that according to the DT Constitution, working groups should all produce minutes of their meetings. It was agreed that this should be done, although much is likely to be redacted.

### 9. Next Meeting

Wednesday 14 September at 7.30 pm.