

Dons Trust Board Meeting 12th June 2024

DTB in Attendance

Michele Little (Chair)

Angus Fox (Vice Chair)

Hannah Kitcher

Mark Lewis

James Macdonald (Online)

Graeme Price (Online)

Kevin Rye

Richard Shepherd

James Longhurst

Anuk Teasdale (Online)

Apologies

Also Present

Andrea Knox (Secretary) (Online)

George Jones (Assistant Secretary) (Online)

Adam Harridence (Comms review) (Online)

1. Introduction

Meeting opened at 6.05pm with James Macdonald, Graeme Price, Anuk Teasdale, Andrea Knox and George Jones joining online. Adam Harridence also joined online to present the comms review he had undertaken.

2. Comms Review

Adam presented the report he had put together over the last few months which covered club, PLC and DT comms. Adam started off by introducing himself and giving his credentials which include 30 years' experience. Adam then outlined the terms of reference for his report. The report itself is more than 80 pages and includes a number of recommendations, that are a mix of short, medium and long term. In the process of putting together the report, Adam interviewed 33 people including club employees, volunteers, match going fans as well as members of both boards. Adam also observed club comms channels. The report also referenced physical comms around the stadium and surrounding area.

There was a discussion about industry standard KPIs and the way other sports use data and monetise comms. There was also discussion about areas where the DTB/PLC has

already started work on, including explaining the roles each board plays, who is on the PLC and their background etc.

A discussion then took place surrounding how to better frame comms in the future in order to accommodate the wide range of experiences fans have and how to best celebrate the past without taking away from the present and future.

The board thanked Adam for his hard work and for an incredibly extensive report. It was noted that the Club would be putting out a summary of the work done by Adam and key recommendations.

Adam left the meeting at 6.45.

3. Approval of Minutes

After further discussion the minutes from the May DTB were approved.

4. DTB Actions List and PLC Questions and Actions List

Going through the DTB actions list Michele provided the following updates:

In relation to the restricted action votes, following a discussion, it was agreed to allow more planning time and to hold the SGMs on 28th October and 25th November.

A discussion was held in relation to the marketing materials used by the club surrounding the membership offering and the way the membership and ticketing teams are progressing the next season's memberships. The membership team has full access to the ticketing system so is not dependent on the club's ticketing team to progress the background membership work and James L is also working on the comms with the club staff. A discussion then took place surrounding what the total membership could be by the end of the renewal/ season ticket window.

On the issue of empty seats Michele added that James W will be putting an emphasis on people returning tickets when the new season starts and that now people will be getting 70% value of the ticket when they return them.

5. Ratification of email decisions

After further discussion the board unanimously approved the joint boards' plan to provide additional support to the Women's team and the girls' section.

6. Strategic Direction

No further update.

7. Financial opportunities paper

Graeme introduced a paper he had put together which discussed the potential future capex projects the club could undertake in the next few years and outlined what possible funding opportunities and time frames exist for each potential project. Graeme added that any future project will be a patchwork using different methods of raising capital in the same way the stadium project was and emphasised how important it is to protect our equity even if a restricted action was to pass.

8. New Theme Group

Graeme then introduced a number of papers following the discussion at the May DTB meeting around the possibility of creating a new theme group with a focus on fundraising. The first paper covered terms of reference for the new group. The aim of the group would be to raise funds for various DT and club projects. Graeme said that despite the title of the theme group the main focus of the theme group would be the communication surrounding the projects. The second paper focused on the potential makeup of the group.

Following a discussion it was agreed that the following people will be invited to make up the initial group:

- Graeme Price (DT & PLC board member and Finance Committee member)
- Kevin Rye (DTB)
- Hannah Kitcher (DTB)
- James Longhurst (DTB)
- Marc Jones (Ex DTB, Club Branding and Digital Transformation Lead)
- Charlie Talbot (Ex DTB & PLC board member and Finance Committee member)
- John Lynch (WiSH)

It was agreed that Graeme will chair the theme group. It was agreed to publish the group details as soon as the makeup of the group is confirmed.

Hannah suggested we ask people to volunteer to join the group. The board agreed with this suggestion.

Graeme said this theme group could eventually split into further subgroups with a focus on individual projects when they get started.

9. Board Theme Groups

a. Community

There was no community theme group meeting this month.

The DTB team “meddling amateurs” came second in the Foundation quiz night out of 33 teams which was raising vital funds for the Foundation.

Anuk said she is waiting for the updated community calendar from the club to begin to plan future events. WOWSA is now scheduled for next month. Dons4Diversity is now advertising for new volunteers to take up leadership roles. Anuk informed the board that a tour of DLAG is scheduled for July 17th for board members. Anuk added that the tour will last around 4 hours and will include helping with whatever volunteering activities are taking place that day. It was agreed to make the board meeting 5.30 for next month to allow board members to attend both DLAG and the Foundation event that evening. Michele added that several board members attended the WiSH celebration event with Mark playing for the WiSH team in the friendly 5 a-side game against a team made up of Wimbledon legends.

Anuk informed the board she has a meeting with HerGameToo tomorrow to discuss how the club could better support the campaign.

b. Member Services and Engagement

Mark introduced a paper from the theme group meeting the previous week. Following a discussion at the theme group meeting it was agreed to split responsibilities into two smaller groups: Member Services and Engagement.

It was agreed at the sub group meeting that the make up of the membership services group would be: Richard, Hannah, James Macdonald, James Longhurst and Stephen Godfrey. This group would be responsible for membership renewals and growth initiatives. The engagement group would be made up of: Mark, Angus, Richard, Hannah, James Longhurst and Kevin. Their responsibilities will include: Communications calendar, all external communications, announcements of AGMs and SGMs, Surveys, Newsletters, Website updates, Meet the DTB, Elections, DTB attendance at external events, Liaising with Election Steering Group.

Both groups set out their initial initiatives. The engagement group provided an update on the results from the recent members survey which had over 1000 completed responses representing over 33% of the membership. The group also agreed it would be beneficial to continue to bring in non DTB expertise for future similar projects. The

group has also started planning for the next survey which will focus on goals and objectives.

The highlights of the previous survey include a brief summary in the upcoming newsletter and then a more full update once the rest of the data is analysed including free text answers.

c. Culture and Mission and Oversight

Michele went over the C&M oversight actions. Michele told the board that the new PLB website should be live by the end of June.

On the constitution review George will work with FSA on their recommendations for policies to see what we could implement. Andrea will also work with the FSA on the bigger sections of the recommendations.

10. Diversity and Inclusion

As previously discussed,.

11. AOB

Mark asked for an update on golden goals and getting quotes for a new supplier. It was agreed to get further quotes for costs with a view to relaunching next season with program sellers selling them.

Angus asked for feedback on the FAQs changes he has made.

A discussion took place on who the DT's rep on the FSA could be. It was unanimously agreed to support Tim Hillyer's candidacy again.

Graeme raised the issue of the flag team asking for some changes to how things are done in order to reduce fatigue from their volunteers and improve the range of flags at the ground. Following a discussion, it was agreed that a majority of their points are very reasonable and easy fixes.

Meeting Closed at 8.40

George Jones
Assistant Secretary