

Dons Trust Board Meeting

DTB in Attendance

Michele Little (Chair)

Angus Fox (Vice Chair)

Mark Lewis

James Macdonald

Graeme Price

Kevin Rye (Online)

Richard Shepherd

Hannah Kitcher

James Longhurst

Apologies

Anuk Teasdale

George Jones (Assistant Secretary)

Andrea Knox
(Secretary)

Also Present

Marc Jones (Branding and Digital
Transformation lead)

1. Introduction

The meeting opened at 6.05. Apologies were received from Anuk, George and Andrea. Kevin joined online.

2. Update on club new website

Marc Jones started with an update on the new website. Marc informed the board that the club had to decide between getting the new EFL off-the-shelf website or getting our own bespoke one. Marc reassured the board that the version of the new website at launch will be better than the current offering before adding that we will have to decide what to do with the existing DT website.

When discussing branding Marc said work needs to be done on making sure everyone knows our story and our narrative. Due to the fact the new website will have so many different features (tickets, membership, streaming, etc) they will have a menu system but he believes membership should be towards the top of the menu list with an elevator pitch piece about becoming a member.

Angus asked if we could make it so only members see certain content, Marc responded that is possible. Decisions need to be made on how to archive things from the existing club and DT website. Marc added the new website will be able to sort by category and will be able to have things pinned to the home page which reduced the current issues regarding important stories getting buried.

Hannah asked if we should put things like minutes and DT papers behind the DT members area. The board agreed it is worth further consideration. Marc added that it is very doable if the board wants to do it. Hannah asked if people will have to re-register, Marc said they will and the system will be able to link everyone's DT number, ST number etc and link to an email. Kevin added that from his experience the Aston Villa website (which is also designed by Urban Zoo) is very good. Marc added this is the first stage in a process that will develop multiple areas of the club. He added that the old DT website will not be shut down so can remain active until everyone is comfortable with the new system but reassured the board the DT will be front and centre of the new website. Angus said decisions need to be made on how to archive our existing website. Graeme asked if we could have a page called archive with links to old websites.

Michele then asked what Marc needs from the DTB. Marc said he will make a bullet point list of what is happening and what is needed and will provide dates for system training for the new website. Michele said having club support on marketing memberships is very important going forward. Marc agreed.

Marc added that the new website could host surveys on the member only section which will make it easier to promote them. Marc also said it will be possible to show non-members what they are missing when on the website similar to how supermarkets show two prices between normal prices and loyalty card cost. Marc added the website will completely transform on matchdays and will change colour to whatever kit we are wearing that day. Marc then updated on the app which will be a streamlined version of the website with a focus on live streaming of games. Marc added we could stream things to members only on the app. Marc added the Academy and Women's games can also be streamed on the app.

Marc left the meeting 6.55

3. Approval of Minutes

The minutes for the previous meeting were unanimously approved with the proposed redactions.

4. Previous Actions

Richard agreed to share the updated board skill set by the end of the week.

5. Ratification of email decisions

None

6. Board Theme Groups

a. Community

Michele reported back from the recent Community meeting which featured an update from Rosie from DLAG on their tremendous progress. They now have 800 volunteers. Rosie will share the DLAG newsletter with the DTB and also ensure that Mark can get updates to include in the DT newsletter.

b. Member Services and Engagement

Mark gave feedback from MS&E's most recent meeting, which focused on the ST/Membership offering.

Discussing communication regarding the Membership offering, Angus said that the results from the survey would be published that evening. Then in the next week there would be communications to the ST holders from the club and to DT members from the DT.

A discussion was held in relation to the updated club's proposal.

Hannah asked the board to consider stating publicly how we are going to spend any extra money raised. Graeme said we could come up with a targeted estimate. Michele added the survey overall set out the intention as to where the additional revenue would go.

A vote was held in relation to supporting the club's proposal (opt-out with no discount), the vote was passed 8-1 (Hannah voting against).

c. Culture and Mission and Oversight

The FSA review has been concluded. There are a few policies that need introducing but the biggest issue raised is that the constitution needs a lot of work to update it to the latest FSA approved version. This process will begin after the SGM.

An update was given on the progress about the new PLB website which will be live in the next few weeks.

It was noted that the DTB and PLC had agreed that with limited supply match tickets paid for by the club, the DTB will not accept free tickets and will pay for all tickets offered.

An update was given on the risk register in which Richard said there are still some things that need to be added or updated.

7. Diversity and Inclusion

A discussion regarding the equality survey and other D&I issues took place.

8. AOB

It was agreed that going forward, the comms surrounding SGMs need to improve and at least a seven-week lead time is needed when setting dates for future SGMs and AGMs, to allow for appropriate members' resolutions to be submitted and considered and papers to be sent out in advance.

The FSA has offered to do a bespoke Finance training sessions for members of the DTB who have not yet completed their in-house training - Wednesday 19th June was agreed for this FSA board training.

Meeting Closed at 8.20

George Jones
Assistant Secretary