Short Notice Dons Trust Board Meeting

DTB in Attendance	Apologies	Also Present
Angus Fox (Chair)	James Macdonald	George Jones (Assistant Secretary)
	Richard Shepherd	Michele Little (Treasurer)
Hannah Kitcher	James Longhurst	
Mark Lewis	Andrea Knox (Secretary)	
Graeme Price		
Kevin Rye		
Alex Folkes		
Anuk Teasdale		

Agenda

1. Introduction and Apologies
2. Ratification of email decisions
3. High Level Comms Plan recap
4. Theme Group projects, ownership and tracking
5. Dons Trust Promotional activities at Plough Lane
6. Website, memberships and season tickets
7. Recently asked questions update and social media
8. Recruitment of new PLC Chair
9. Single use plastics
10. AOB

1. **Introduction**

Following discussion between the Chair, members of the secretariat and other board members in the weeks following Angus Fox's election as Chair at the July Board meeting, it was agreed to call a short notice Board meeting for Sunday 4th August. This was done in line with rules 65 and 67 of our constitution.

The meeting opened at 8pm.

2. **Ratification of email decisions**

Following Angus Fox's election as the new Chair of the Dons Trust at the July Board meeting the process to appoint a new vice chair began over email. At the conclusion of this process James Macdonald was unanimously voted as the new Vice-Chair.

3. **High Level Comms Plan recap**

Angus introduced the comms plan which included seven key topics for the board to focus comms on between now and the end of the year. A large majority focused on the restricted action process and the upcoming elections. Angus also informed the board that earlier in the day he had a meeting with James W at the club season launch event in Wimbledon Quarter. Angus then informed the board that James L is writing something for publication which will be shared with the board before publication.

Angus emphasised how important it is to take advantage of this opportunity we have to engage all of the new members. He then reiterated how important it is to be proactive from now on when it comes to organising comms. Angus says he needs the board to be proactive over email to make sure the board can move quickly over the coming months.

Angus then said we should be publishing a variation of the comms calendar. Hannah said we should be more connected with the club. Adding an example from the season launch event where WISH had a stand but we didn't. Hannah said by sharing resources we could reduce workload and increase engagement. Hannah added that the whole board should have been invited to the club onboarding event which was due to take place in a few days time rather than just Angus. Hannah then added that James W should be bringing the DTB in more when it comes to club events. Kevin adds that we should be involved in the planning stage.

Michele says that there is a monthly meeting between the club and the charities and it might be worth getting the DTB to attend those going forward which could help address the issues that have been discussed.
Kevin adds that he feels this discussion has been very positive, he adds that DT presence does not have to be board members. Anuk adds that the board has KPIs for community events and is on track to hit its target. She then adds that there is a meeting taking place tomorrow and adds that the struggle is finding out who is responsible for each individual event given the number of events taking place.

Angus says it will take a while ensure that everyone at the club knows to pass on information to the DTB to ensure the board knows what events are happening when to help improve engagement.

Graeme says we should focus on the club events if the charities want us to attend their events that is different. As it is outside our remit to be involved in the charities events but we are well within our remit to demand a presence and information at club events.

Alex add that we should be involved in club events and we should be taking a prominent place in all of the club events and we should not be being dictated to by the club when it comes down to how long we get and what we get. Alex uses the example of the new players introduction event on Tuesday where the DTB has only been given a 5 minute space. Kevin adds at the Exeter version of the event their trust gets 40 minutes. He adds that they feel it really helps integrate the club and trust. He reiterates that the DT should be at the front and center of these types of events. He adds that we should be reminding the PLC that we are in charge on behalf of the 6000 odd members. A discussion then took place on what the board could say at the event on Tuesday.

4. **<u>Theme Group projects, ownership and tracking</u>**

Angus adds that it important to stay on top of these theme groups and that that they are well organised and track their projects and take ownership over the coming months, He points to the document circulated by Mark from the recent Engagement them group as a good example.

Alex asks which group will take ownership of the football governance bill. Graeme adds that it will be culture and mission and oversight.

Angus adds that we should create a list of stakeholders including contacts and what can be delivered from that relationship.

5. **<u>Dons Trust Promotional activities at Plough Lane</u>**

Richard is taking the lead on the new kiosk now. Angus adds that it has been noted we have no presence on the advertising hoardings, main stand concourse or upstairs. Angus adds the board need to decide what to do with the main concourse adding that we are missing something up there.. Hannah asks what is the call to action in respect to the recent changes to how membership is managed. A Dons Trust KPI is to increase membership but should that be basic membership without benefits?
Kevin says banners should point people to the Dons Trust LinkTree so we can change campaigns as needed. Angus says that it is important we are visible so that the board is approachable and accountable to the membership.

6. **<u>Website, memberships and season tickets</u>**

Angus adds the Engagement group has help preliminary discussions surrounding how best to integrate the Dons Trust website into the new club website. Angus adds that the new membership offering has been a success with only single figures opting out which gives the board an opportunity to engage with a huge number of new members.

7. **<u>Recently asked questions update and social media</u>**

A draft document has been prepared which answers a lot of the questions on ProBoards. The aim is to have it within a week. This will be circulated to the board for comment before publication.

8. **<u>Recruitment of new PLC Chair</u>**

James M has been appointed the lead on this project. Angus emphasises how important it is that we are proactive and make fast progress on this.

9. **<u>Single use plastics</u>**

Kevin adds that he has spoken to people at Bristol Rovers who are single use plastic free and has passed the information onto Graeme.

10. **<u>AOB</u>**

Kevin informs the board that he will have the results from the membership survey ready for publication by the end of the week.

A discussion took place on the DTB representatives on the charities boards.

It is agreed that going forward Kevin will manage social media and take lead on ProBoards

Meeting Closed at 9.10

George Jones
Assistant Secretary