Dons Trust Board Meeting

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

1. **Introduction**

The meeting opened at 6.05pm with Hannah, James M, Kevin, Anuk and Andrea joining online.

2. **Approval of Minutes**

The minutes for the April meeting were unanimously approved.

3. **Finance Update**

Michele introduced the papers she had submitted updating the board on the financial position of the Dons Trust which included the management accounts to 31 March and projected figures to end of June.

4. **Women's team financing**

The board congratulated the Women's team for winning the league and securing promotion to tier 3. A discussion was held surrounding the financial implications of the promotion and what additional support the DT could provide. The PLC board were due to have a meeting the following day to further discuss it.

It was noted that at the moment the Dons Trust raises around £63k for the Academy through the Dons Draw and sponsors the Women's team £40k.

5. Previous Actions

On restricted action planning, a follow up meeting has taken place, with more scheduled to plan the next steps ahead of the Autumn votes. Graeme added a communication calender is being created which will be shared with the board.

On the membership offering, a group will now work with the membership team on the next steps to ensure everything is ready for July.

6. Ratification of email decisions

None

7. Board Theme Groups

Talking about the KPI document he had prepared Richard went through the slides setting out the progress of each one and how they are being monitored. A discussion was held regarding which to publish and how best to achieve this. In terms of achieving the KPIs according to the tracking on the main KPIs all bar one is currently being hit. A discussion took place on adding a KPI on survey engagement and what sort of target it could be.

A discussion was held on Meet the DTBs regarding the next dates and what the options are going forward. Kevin said doing them is important even if the numbers are not great as they give members a chance to ask questions and update them on relevant topics. James L agreed before adding we should review the format potentially turning them into hybrid events.

During a discussion on member communication Hannah said we should send a standalone SGM invite to avoid a repeat of the issue occurring at the April SGM. James L said we are a month or so away from being able to put more detailed comms out on the restricted action votes and it is important to get it right than rushing something out considering how far away the dates are.

a. Community

Anuk introduced the papers submitted which had a focus on the women's budget. There was a discussion on who should visit DLAG and it was agreed as many of the board as possible should go. It was hoped to visit prior to an upcoming DTB meeting however the board agreed that the timing should be flexible in order to suit DLAG. An update was given on how the Community theme group is doing in relation to its KPIs.

Anuk will work with DLAG to firm up dates for a future DTB visit.

b. <u>Member Services and Engagement</u>

Mark presented the papers which included a discussion regarding membership and the new website. James L said that following a meeting he had earlier that day with Marc Jones he had some decisions the board need to make in terms of the layout of the new website and added he would circulate more information on these shortly.

Mark informed the board that there are several surveys planned, one aimed at current members, and one aimed at new members. James L added he has designed a survey which is being improved by an external expert after which it will be circulated to the board for approval. Graeme asked are we going to send the same survey to existing members and then to new members or will we add additional questions. James L said this should be possible. Michele added that we need to be careful not to overwhelm new members with loads of large surveys in addition to all the information they are already due to receive especially with the restricted actions in mind. James L added we should be doing more smaller surveys rather than bigger surveys.

The comms plan is nearing completion but still needs the final key dates added for restricted actions. Hannah said we should inform the members of the change in strategy in relation to surveys. Mark added that the board should be aware of criticism the board has received for making decisions off the back of surveys. Kevin suggested that if the board is looking at doing more surveys it should look into using Google Forms to reduce costs. Angus responded that it should be looked into it and could tie it in with the one website project. James L responded that Google Forms would not be able to link to member id only to email. Michele added that going forward we would save money on MailChimp by using the club one and potentially Zoom. Kevin said we could suspend the Zoom account when not using it. Angus said we need to investigate other options to both platforms.

Talking about the membership section of the new website, it was agreed that the DT must have sign off before it goes live. James L asked if the whole board needed to see everything to sign off because that could be a long-winded way to signing things off.

Richard informed the board that MS&E have agreed to get premium Canva at the cost of around £100 a year.

c. Culture and Mission and Oversight

The papers were circulated which included the launching of the updated Plough Lane Bond website which is nearing completion. A discussion was held on ensuring all board members complete FSA training.

On a members' handbook, James L and Kevin have been working on a draft, and the club want to do a welcome pack for new members too. James and Kevin are planning a joint comms strategy with the club on it.

There was a discussion on how best to communicate values across the club and volunteers. James L added those values should be added in the DT comms.

A discussion was held on monitoring club non-football KPIs.

It was agreed to put together a document on KPIs, and a general update on the organisation with informational data included. It was agreed that it could go out before the survey and could be published the following week.

8. Diversity and Inclusion

The D&I survey was sent to 86,000 people on the club database but only had 1,500 responses therefore limiting the value of any data gained from it. Anuk noted we should be doing more regular surveys on D&I to improve our data so that everyone gets more used to sharing that type of information.

9. AOB

On the Risk Register, there have been a couple of additions including the new website and the restricted action process. The constitution review is ongoing. A discussion was held on the risks surrounding the restricted actions process.

A discussion was held on several other risks and the impact on the DT as opposed to the impact on the club. It was agreed that they should be kept on the DT risk register as there was some overlap with the club ones.

Richard introduced a paper he had put together noting that there were potentially too many people on the MS&E theme groups and suggested breaking down the group into smaller groups with a mix of permanent and temporary groups with project leads set for each group. Richard added that external expertise could be added to the groups as needed. Michele added that the board should consider reducing the size of the group. A discussion took place on what topics could be permanent and temporary. The board agreed to the idea in principle but agreed it needs some fine tuning. Mark, Richard and Anuk will set up the groups and draft some membership make ups.

Graeme suggested adding another theme group to cover fundraising. Most of the work of this theme group would be based around marketing and comms. Michele suggested creating a terms of reference which Graeme will make before asking the board to consider who should sit on the theme group.

A discussion was held on the 16-24 working group and how to engage the group more. It was suggested that the July meet the DTB could be held in person and target the 16-24 age group, Michele suggested giving the group some projects to energize the group. James L added that we should ask them how best to target comms towards the influx of 16-24 potential new members.

Turning attention to the summer schedule, the board asked George to gather everyone’s availability in relation to the summer DTB meetings with a view to deciding if any dates need to change or if any need to move to online only. Mark also asked George if he could share some photos from the Women’s team celebration on Sunday for the upcoming newsletter.

Meeting Closed at 8.40

George Jones
Assistant Secretary