

# Dundee FC Supporters' Society Limited

## Moving Forward Together

(Registered by the FSA under the Industrial and Provident Societies Act 1965 – Reg. 2639 RS)

### DFCSS LTD. BOARD MEETING – MINUTES

Saturday 14<sup>th</sup> May 2011, 10.30am, Boardroom, Dens Park Stadium, Dundee

**Present:** Bill Brewster, Scott Glenday, George Harris, Ron Hill, John Keith, Maurice Kidd, Fraser MacDonald, Stuart Murphy, Colin Reid, Graham Smith.

**Apologies:** Dave Forbes

Scott opened the meeting and congratulated the group on achieving ownership of the club. Despite fall-ins and fall-outs we've never tipped the boat over and are there now.

#### 1. **Approval of Minutes**

The minutes of the Society Board Meeting held on 10<sup>th</sup> April were proposed by John Keith, seconded by Maurice Kidd, and unanimously approved. The minutes of the Society Board Meeting held on 21<sup>st</sup> April were proposed by Stuart Murphy, seconded by John Keith, and unanimously approved.

#### 2. **Boardroom Feedback**

Stuart said things had not been not straightforward but eventually all papers have been signed.

#### 3. **Community**

It was agreed to hold a separate meeting on Thursday 19<sup>th</sup> to finalise the wording of the manifesto and meeting planning. John suggests we need an executive summary for the document. Our target is to issue the manifesto on Thursday 2<sup>nd</sup> June with a letter to members (allowing them to download or call in for a copy).

Bill expressed concerns that we need as many to vote as possible, not the few dozen who may turn up for AGMs, so maximum publicity is needed.

#### 4. **Membership**

Colin has talked to Fraser and Art, who has been ill but is now recovering.

Colin feels he doesn't have the required marketing experience and we have several volunteers who are keen to do stuff but feel rather disillusioned with their initial involvement. The background was explained where we had badly briefed this group, although there's also a lack of progress on their part. We need to get them back on board and empower someone as a marketing manager, with a specific remit and action-driven plans they need to deliver on. Fraser is to call Grant and set up a meeting to this end.

For any new Platinum members, the board agreed to take the risk on members defaulting, and allow new members with £100 per month payments to receive 2011/12 season tickets.

We need to keep pushing membership, and will leave the £1000 up front option for Platinum despite the implications of VAT registration. Fraser and John feel we need to look at what we're invoiced by the club to keep our costs down.

It was agreed to offer 10 Gold memberships on Wave 102 radio from next week to 22<sup>nd</sup> July, plus one Platinum and one Gold membership as prizes in the Tele ahead of the season ticket launch, and interview the winning fans for DFCTV. Dave Roy is also to film presentations on matchdays. If we can get a list of radio/press entrants to market the product to, it will be well worth it. It was also noted that we can't have empty seats at events, and should use these as prizes if necessary.

#### 5. **Juniors**

John is to liaise with Dave Roy and arrange for juniors to come in for the season ticket launch and for this to be filmed for DFCTV.

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Colin volunteered to take over the Junior Dees (with help from Maurice and John), leaving memberships to Ron and a new marketing manager (with help from Fraser and Nicky). We will need to rope in more volunteers for these areas. Maurice will back-fill Colin's role hosting Platinum members, arranging signed merchandise with the club etc.

Fraser will redo the Organisation Chart (with Kenny for the volunteer element).

Bill noted that there is still a Junior Dees bank account (administered by Billy or Susan) and this is to be closed. We need to get access to the database. Colin will draw up his vision including costings, whether to charge membership, include for U12 season ticket holders and so on for next week.

An Open Day is an opportunity to sell season tickets, strips, JD packs, memberships, etc.. It may be difficult to get use of the pitch, but if we are at home for the Alba Cup, or for a friendly, opening early may be a way to hold this event. Maurice will take this to the club board and come back with a proposal.

### **6. Merchandise / Events**

Everyone agreed the Player of the Year dinner was top class, as well run as we've ever seen. George got an extra 66 people in using long tables. We gave 40 tickets to the club so there was not the number of legends as in previous years, but no negative comments were made about this.

Bill and George reckon around £9600 profit was made, of which £3000 goes to Robert Douglas' charity. We will have a further £1000 or so from our sponsor.

A Simon Stainrod supper is being organised by Steve Martin, at a £20 ticket, badged as both a DFCSS and DBBT event, and a couple of ex-players are coming. We are looking to sell 40 tickets per group, and capture all details of those who attend on Friday 27<sup>th</sup> May.

John will arrange for membership posters at this; in A1 frames in the ground; and in the shop in time for people buying season tickets.

There is a volunteer day on 21<sup>st</sup> May, and the last one cost around £800. Although the Society paid last time, we're providing labour so the club needs to pay for what are essentially its own maintenance costs. We need costs agreed in advance in future before arranging these days. It was requested that as many club directors be present as possible.

John wants small items to sell pre-match. Some DFCSS/DSA merchandise is planned for the start of the season. We can look at this in conjunction with JD packs contents. Diaries (based on academic year eg football season) could be sponsored so we make a profit before we sell one, costing around £2.50-£3 and priced at £5.

Gordon Samson (Ellenbank Bar) is to look at creating a seniors group. John is to also look at a youth group (as opposed to juniors), tying in with the younger fans who help on matchdays.

### **7. AOCB**

Bill is to book travel & accommodation for John and himself for Chester (Fraser has booked already).

The Scottish conference is on 4<sup>th</sup> June at Hampden. Fraser, John and Colin are confirmed, and Graham and Stuart will confirm early next week so Fraser can book places. We have been asked to speak and Stuart will do so if able to go.

JK is to draw up a calendar of matchday events, maximising film and photo visibility, eg for each weekly good cause from the previous home game's buckets. John is looking to involve other youth groups, bands, providing pre-match as well as half-time entertainment, possibly featuring a

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supporters' club of the week. It was agreed to build up a reservoir of signed balls and shirts to avoid any last-minute requests. Fraser indicated we need a calendar for events out in the community as well. A monthly bulletin via ITWM should be sent highlighting this work.

Graham asked folk to keep stories coming up for the website. Graham will own the noticeboards in the stadium and ensure they are updated for each game with stories for fans without internet access. We are hoping for a story from Rab Douglas about the Andy de Vries trophy which he has now won three times.

It is hoped to hold pre-match events in Dundee next year, and the DSA committee can underwrite costs if clubs need this.

We noted the comment about the lack of disabled access to the last event and while we always do our best to accommodate this, unfortunately no other venue holding anywhere near 300 is within 5 minutes of Dens, and it's unlikely the Dundee Social Club could put disabled access for their upstairs suite.

A locked trophy cabinet should be installed in the Bobby Cox stand to display clubs' trophies and avoid them going missing after presentation to players, as happened this year.

Reporting from Club to Society board is to be formalised, but summaries of minutes could be read in the boardroom feedback section of meetings.

Fraser is to reword the introductory page for the membership brochure for tomorrow.

The meeting closed at 12.25pm.

**Date of Next Meeting:** The date of the next board meeting is still to be decided.