

Dundee FC Supporters' Society Limited

Moving Forward Together

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DFCSS LTD. BOARD MEETING – MINUTES

Saturday 23rd July 2011, 10.00am, Boardroom, Dens Park Stadium, Dundee

Present: Bill Brewster, Dave Forbes, Scott Glenday, George Harris, John Keith, Maurice Kidd, Fraser MacDonald, Stuart Murphy, Colin Reid, Jacqui Robertson and Graham Smith

Apologies: N/A

Scott thanked everyone for attending reiterated the need to respect confidentiality when sensitive matters arose.

1. Approval of minutes

Fraser apologised that the recent workload meant that minutes were not available for approval.

2. Community

Scott asked Jacqui for clarification re the list of charities which we would be supporting this year. He intimated his desire for a wide diversification of good causes and Jacqui is to finalise these as soon as possible. Fraser asked that criteria be established, for example whether good causes should be based in the area, and to allow groups to apply to be considered, and this was agreed.

Scott spoke with the Club Board about Movember and requested that Jacqui speaks with Laura to progress matters.

3. Finance and Budget

The board were briefed on the issues which the finance team would like from the club in the future in terms of KPIs: no bank debt; all club creditors being settled within their terms of payment; evidence of adequate cash flow to settle obligations/debts as they fall due; the re-instatement of club AGM. All of these were agreed except the AGM, since the Society had agreed with the principle of a meeting instead, although this had not happened. Instead, several meetings such as the start, middle and end of each season should take place.

Bill had circulated an update showing £52k on hand including £2.1k in the Club Dundee account and £5.4k in the DSA account (£2.4k of which is to be transferred as the season's surplus). The year end accounts are very near completion, and the finance team are to sort the tax position before issuing these. There is a tax amnesty until September and taxation advice should be sought even if at cost, as well as clarifying the potential to classify part of memberships as donations – although this would need to be explained in detail to members (for Platinum this should be feasible).

Fraser mentioned at this juncture that the Society Board have until the end of this month to submit their budgets to Bill and every budget holder agreed that this will be auctioned.

4. Communication

Graham admitted that this could be handled better both externally and internally and is to take responsibility for driving this forward. Scott requested that members of the board get back to Graham with any relevant information to help expedite matters. Fraser asked us to get messages out while respecting our confidentiality issues, as there could be a perception of not communicating regularly enough (our ITWM newsletters have also fallen by the wayside).

Scott added that prizewinners/volunteers/groups could be photographed, invited to the boardroom (we can have 3 sets of guests on Saturdays) as a token of thanks and/or to generate future business. This will be put into effect. We are up to June in terms of monthly draw winners.

John felt that the recent press article was excellent and answered all the issues, and there was general agreement to this. Dave is to begin archiving the Tele, particularly for out of town directors.

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Fraser will report later on the peer review session held by AFC Telford at the conference in Chester. John added that he spoke to their delegates and that some other trusts take it as an action to audit other trusts in this matter. AFC Telford have had success with a singing section mainly comprising 16-25 years olds and John was given the go ahead to arrange this.

Scott had spoken to Eugene of East Fife's trust and thought we should do more to reach out to other clubs' trusts on matchdays.

5. Volunteer Day

This will be held on Sunday 7th August and Kenny is to organise this.

6. Membership/Marketing

We have sold 6 Gold packages with the introductory offer of £20 v St Johnstone and we now have 37 Platinum Members (all plans are in place for the first game and communication sent). Graham is to follow up with an interview with our 500th Gold member. Fraser will look after things for the next few weeks due to Colin's business commitments.

7. Lounges

A bottle bar is to be installed at the other end of the Penman Lounge which will help serve the customers quickly during peak times and take the pressure off the main bar.

Gold and Platinum members are to be offered the chance of hospitality in the Legends Lounge which will include soup, pies and snacks, team lines and complimentary drinks.

8. Second Half Objectives

Fraser is to review and send these out, and all directors should review as we are halfway through the year.

9. Seniors and Former Players

Gordon Samson is to lead the Seniors group and there will be a press article to launch this. If setup funding is required this should go through the sub-committee like all other clubs.

Mike Jeffries and Bob Hynd will be the points of contact for the Former Players' Association and Scott requested that Dave Forbes report back on both Senior and Former Player issues as well as getting involved. We are happy to fund in principle but should find out what is required.

10. Volunteer Day

Disclosure documents are still not on file – George is to give the forms to Colin.

11. Boardroom and Investment Feedback

Player contracts have been signed and the relationships with the players and Management are good. The player budgets have been increased slightly at the Manager's request and we now have cover for most positions on the park, although would still look to bring in an additional player.

Further to last Wednesday's meeting, Fraser outlined that further discussions and legal advice had concluded. An extract of Club Board minutes was circulated stating that no more shares would be issued prior to 14th August 2011, and Fraser indicated that he, Scott and Stuart had agreed that we should now seek an extension of this guarantee to 14th September 2011 to allow our existing members to vote by proxy and in person after various presentations at the members' meeting.

In the meantime, to help maintain our shareholding we should inject various tranches at regular intervals ie 4 lots of £12,500 up to our agreed level of £50,000 this season.

It has taken a lot of time and effort to get to an agreement which suits all parties, but we are now there.

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As a course of action it was agreed that we write to the members outlining our plans, inviting them to attend a meeting on 13th August 2011 where they will be presentations and a Q&A, but they will have the opportunity to vote up to 31st August to determine the position regarding the 51% majority shareholding. Further debate should be encouraged on forums and in the local press.

Fraser circulated the final draft of the letter and ballot paper for everyone to review by Sunday. A mailing to approx 4000 members is to be sent out and an expenditure level of £2000 + VAT was approved (although the cost is likely to be closer to £1350 + VAT).

This above course of action was proposed by John, seconded by Dave and unanimously agreed. A meeting is to be held on Tuesday 7th August at 7pm to prepare for the members' meeting.

12. AOCB

Scott asked George what is the current position with the group and George is to set up the AGM for the group asap (2nd home game of the season?) and get feedback from the sub-committee as to what direction the group wish to take, and more effort is required with some planned events having fallen flat. John will use designated areas of the ground to pin up flags for away clubs on matchdays. George is to provide the list of the member clubs to Fraser to improve the database.

Jacqui and Kenny are working on a book about last season and producing 1000 should cost between £3.2k and £4k. John proposed that a maximum of £5000 should be budgeted for this venture, as it was felt that this could easily make a substantial profit for us, Graham seconded this and it was unanimously agreed. David Young is understood to be supplying photographs free of charge. The book launch could be a good opportunity to sell the framed tops from last year which George has arranged, although details of cost, price and margin on these are required.

Steve Martin is having a meeting on 1st August about schools and John Keith will help with the initiative.

Jacqui suggested that bucket collections could be split but it was felt that this would cause confusion amongst the fans. She is confirming the list of people who are doing diets.

John mentioned that the society's lack of branding means we don't have a crest for merchandise.

Fraser asked that we make sure that the fans are now aware they are part of a supporter owned club and this will be mentioned in the programme and highlighted in other ways at the game by way of a half time announcement. A press article in the Evening Telegraph is planned for the issue on 12th August. New bibs to replace the old Dee4Life ones which should all be withdrawn are being sourced by Maurice.

It was brought to the board's attention that Lindley's have increased their pricing. The Club Board are fully aware of this and will be having a meeting shortly to discuss this with the caterers.

It was mentioned that there is a general lack of activity on the Junior Dees front, one which is very important to the future of the club. Stuart mentioned that this is on the agenda for Monday's club board meeting.

The meeting closed at 1pm.

Date of Next Meeting

The next Society board meeting is scheduled for Tuesday 2nd August at 7pm and also a further meeting is scheduled for Sunday 7th August.