



DEE4LIFE TRUST BOARD MEETING – MINUTES

Saturday 20th June 2009 – Dundee Social Club, 11am

PRESENT: Nicola Robb, Scott Glenday, George Knight, George Harris, Alex Kidd, Bill Brewster, Graeme Adam, Dave Forbes, Stuart Murphy, Ryan Ireland

1. **Apologies** : Fraser MacDonald, Graham Smith, Billy Shepherd

2. **Matters Arising from Last Minutes**

- The minutes from the last meeting were proposed by Stuart Murphy, seconded by Bill Brewster.
- All matters pending from the last meeting on 9th May, as well as any which arose since then, have now been logged on a management action log, to be updated regularly and which highlights progress, or otherwise, to all. This log formed the basis for this, a combination of regular board meeting and project update meeting.
- Alex confirmed that banking systems have been reviewed and Club Dundee income clearly identified. Still to verify which funds, if any, are allocated to the now discontinued sharesave scheme. List of Club Dundee cancellations to be identified
- Fraser & Bill attended the SD conference. A full review will be circulated after the meeting and highlights have been posted online.
- Fraser to update at next meeting re official taglines for communications and also on away ticket proposal to be discussed with other clubs.
- Scottish Former Players Association. GK sent out details of the project.

3. **Key Objective 1 – Club Dundee (Ryan Ireland)**

Issues

- Little or no reference to Club Dundee. Perception is that members are paying for DFCTV rather than a members' scheme.
- Intention was that this is long term solution to fundraising events, bucket collections etc.
- No marketing done by club/trust since day 1.
- Registration process is not slick enough.

Work in progress

- Meeting held with Barry Koevers 19/6/09. Agreement made on integrating DFCTV into official site from 1/8/09. Processes will be more user-friendly to reduce non value work with admin etc.
- We need to be more pro-active at contacting membership each week with offers, updates etc. A professional email marketing system will be used from July 09. Marketing flyers to be issued at home game in August to try and increase membership. George Harris has provided contact to assist with marketing along with costs which will depend on our final requirements.
- George Harris is working with 12 sponsors for Club Dundee. Ryan has circulated a list of sponsors' benefits to trust board & GH.
- DFCTV side of things is being well managed by David Young. He needs a new HD camera. DY will probably advertise for another commentator in pre-season.
- David Young is working on season DVD and this should be ready in the next week. This will need to be sent out to all members in July and can also be used for new members.
- Alex Kidd has produced a new database which is almost ready. This will make the admin easier to manage and ensure we are being pro-active with renewals etc.
- Monthly draw for members - Agreement made to use boardroom hospitality during season and signed strips for May/June. Karen Beattie to manage monthly draws.

Assistance required / actions

- Access database – RI made a request made to AK to include fields for demographics, and to upload current members to new database, removing any previous (non-current) subscribers.
- Expenditure approval - the board agreed today to proceed with costs for HD video camera, website work and issuing the new DVD to all members. RI to provide invoices.
- Dundee FC – Commercial dept to consider Club Dundee members when doing any events etc. eg discounted tickets etc. Also would the club be willing to put up an advertising board FOC for Club Dundee?

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- Flyers - distribution at home game in August. BS to own. We need to distribute around 5000 flyers at a home game (date TBC).
- Monthly draws - Karen Beattie to own management of monthly draws. RI will provide names of winners to Karen for May/June to get this kicked off. Karen to arrange photos etc (BS usually has trust camera at Dens on match day so we will arrange boardroom photo etc).
- DFCTV - Dave Roy to be asked to produce a monthly plan of archive footage. RI will speak to him.
- Financial - AK to produce a monthly report showing membership breakdown and income/account update.
- Joining process – The Club needs a checklist for new members joining - RI will arrange asap.

4. **Key Objective 2 – Youth Group (Stuart Murphy)**

InDEEpendence day - there are 12 bands, 2 DJ's from Wave 102, Breakdancing group. All bottles will cost £2 and food will be available all day from Fast Eadie's. Merchandise will be on sale with 50% of profit coming to Trust.

Meeting took place and GK gave a brief update. SM now looking for breakdown of funds raised on a monthly basis from Trust. Development Club and DSA (Bill to reply re financial plan and calendar of events). SM to e-mail to all groups the requirements for the youth charity in terms of financial information and what is required every month.

5. **Key Objective 3 – Junior Dees (Billy Shepherd)**

Billy to consider and feedback season's proposals for Junior Dees including drive to increase membership.

6. **Key Objective 4 – Match Day Activities (Dave Forbes)**

BB informed that the banner will be cleaned to be used again next season.

DF has been asked to put together a proposal of the activities for each game and present it to the group.

DF confirmed 4 notice boards are in place in the ground for Trust news etc. and will take ownership of maintaining these.

7. **Key Objective 5 – Representation/Communication (George Knight)**

Actions for George were detailed under the respective headings above.

FM has put an information sheet together for staff on up-sell options with season tickets.

8. **Key Objective 6 – Community Links (Robin Grimmond)**

Meeting with John Holt, Craig, Robin, BS and GK still to take place. GK to discuss with Robin.

Quote given for 300 footballs - with the view of 6 balls in total given to each school with one being signed. DF will order footballs and as required Trust will purchase direct from DF.

9. **AOCB**

Merchandise – quote given for CDs and approved by all. George Harris to follow up on cover designs. Fraser to provide quotes for t-shirts.

A social event is to be arranged for Trust members. Entry would be included as a benefit for Club Dundee members.

2 60's shirts signed by Charlie Cooke have been received.

Soccer Savers - GK to discuss how we can now move this forward and take advantage of this.

Q&A arranged for Dundee Social Club on 5th August.

10. **Date of Next Meeting**

The next full board meeting will take place on Saturday 25th July 2009 from 11am to 1pm in the DSC.