



## DEE4LIFE TRUST BOARD MEETING – MINUTES

Thursday 10<sup>th</sup> December 2009, 7.30pm – By Conference Call

**Present:** Bill Brewster, Scott Glenday, George Knight, Fraser MacDonald, Graham Smith.

**Apologies:** Graeme Adam, Dave Forbes, George Harris, Alex Kidd, Stuart Murphy.

### 1. Approval of Minutes

Although a quorum was present, with half the board unable to attend, the approval of the last minutes was held over to the next meeting.

### 2. Matters Arising from Last Minutes

- Additional DVDs and Christmas card orders have been completed and are in stock.
- The fans' derby and penalty shoot-out successfully concluded, with over £32,000 raised.
- Publicity for schools tickets/football handovers to begin in January with Craig Feret owning this.
- FM secured a full invoice cancellation plus £250 compensation from the mailing firm.
- The initial meeting of the DFC Former Player Association is on Sat 12th Dec at noon.
- A succession planning discussion still to take place.
- GK confirmed that given the timescales involved, fan consultation on strip designs will not be possible. Designs must be finalised by mid-January if we want them in the shops for June.
- GK has confirmed special prizes for Club Dundee. The shop discount offer is longer applicable but he is happy to pick this up with Alan Provan if we think it's still worthwhile. As we still don't have CDs, the DVD bundle for Christmas has not been pursued.
- New camera has been received by DR and FM to arrange a press piece.
- FM has followed up re Saltire banner and is awaiting a reply.
- It was agreed there was no need to follow up on the suggested Tele advertisement.
- GK has booked the lounges for the Casino night although the date will need to be 27<sup>th</sup> February to allow setup which wouldn't be possible after a home game (6<sup>th</sup> March suggested before). Alison King suggested both tables in the Cooke lounge, last plan was one each in either – tbc.
- Still awaiting DFCTV website migration. Club Dundee draw winners up to date. GH to provide RI with definitive list of sponsors and logos. Christmas cards received & will be sent this week.
- GH to consider alternatives to the Penman Lounge if unavailable due to hospitality next season

### 3. Approval of the revised Report of the Society Board for the year ending 30<sup>th</sup> June 2009

Post changes after last meeting. Proposed by Scott Glenday and seconded by Graham Smith.

### 4. Decision on membership fees

After a request for further discussion following the last board meeting, it was agreed that we should continue to charge £1 (free for U16s) with no renewal charge, in order to maintain our current level of membership, grow the membership (many thousands of fans have yet to join), and to avoid the cost and work involved in managing annual fees. Only those members who have turned 16 and not paid their £1 for a share in the society will be removed from the database. In order to raise some funds to cover the fees which might otherwise have been raised through annual subs, it was agreed that a collection day would be arranged once a year at Dens, along with newsletters and other activities involving all Trust volunteers.

The above was proposed by Fraser MacDonald and seconded by Scott Glenday. Scott suggested we should look at how to grow the active number of members, eg on buses, in the lounge, even taking 5 members each to telephone – this could add 50 a night, or perhaps 1000 in a month. Ideas are to be considered and collated for further discussion at the next meeting.

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### 5. **Club Dundee**

GK noted there was a backlog in members taking up hospitality prizes (1 out of 4 so far). This must be sorted to avoid all wanting the last game of the season, for example. RI/KB to look into this,

### 6. **Youth Charity**

George and Stuart provided an update from the meeting held on Tuesday. Concern was expressed that only the fans' groups are on target financially.

No meetings of the Business Club have been held yet, and their targets of corporate and individual membership were unrealistic and have been scrapped. The Development Club committee is unchanged but they are now merged as the Dundee FC Business & Development Club. Dee Promotions tracking below target. Despite being available in a number of outlets around the city, there is no marketing material so this is not proving effective, and more promotion is required.

For the meeting on 15<sup>th</sup> Jan, new targets and a revised calendar are to be prepared by all groups.

GK asked for a list of clubs with charities set up, and contacts. FM will provide this via Supporters Direct contacts (Ayr United, Hearts and Morton mentioned).

### 7. **Junior Dees**

FM suggested regular update calls with the Junior Dees reps eg fortnightly. Someone needs to take ownership of this, so it will be discussed at the next meeting once all directors are present.

### 8. **Representation / Communication**

GK reported that the club are looking at an overview of the youth and community structure, as well as beginning preparations well in advance for next season (the board plan to spend a day away devoted to this).

FM will attend a Supporters Direct away day on Sunday and then report on the questionnaire and Scottish Football review.

Ideas proposed for using the survey function of In Touch With Members. In light of the planned revamp, GK asked for all to send him feedback on the official website. It was agreed to renew the ITWM subscription of £25 per month, proposed by FM and seconded by SG.

### 9. **Community Links**

SG has drafted an organisation chart to show how this works, and will circulate it. This area will be kicked off again in January.

### 10. **AOCB**

GS commented on the catering, noting junior prices of 50p for a bovril and £1 for a pie! A statement will be made on the Trust website next week.

GS still needs feedback from most board members for the profile pages on the website.

FM contacted Falkirk re Tesco Clubcard vouchers being redeemed for tickets and is awaiting a reply from his contact there.

FM contact for new t-shirt designs hasn't been able to fit this in yet. GH getting clocks prepared. GH has CDs "in hand" but no delivery date confirmed. FM will get merchandise sales sheets from AK to prepare P&L report.

Disabled access at future events is to be discussed next time.

### **Date of Next Meeting**

The next Trust board meeting will take place on Sunday 18<sup>th</sup> January 2010 at 11am in the DSC.