



## Minutes

<b>Title of Meeting:</b>	MK Dons Supporters' Board – Meeting <b>05</b>	
<b>Date of Meeting:</b>	Tuesday 25 <sup>th</sup> April 2023 at 6.30pm – 8.40pm	
<b>Attendees</b>		
<b>Name</b>	<b>Attended</b>	<b>Organisation</b>
Pete Winkelman ( <b>PW</b> )	Via Zoom	Chairman at MK Dons FC
John Cove ( <b>JC</b> )	A	Chairman at MK Dons SET
Andy Gibb ( <b>AG</b> )	A	Group Marketing & Sales Director at Stadium MK
Daniel Cahill ( <b>DC</b> )	A	Marketing Executive
Antoni Fruncillo ( <b>AF</b> )	A	Head of Communications at Stadium MK
John Samuel ( <b>JS</b> )	A	Supporters' Board - MKDSA
Louise Walsh ( <b>LW</b> )	A	Supporters' Board - MKDSA
Ollie Charnock ( <b>OC</b> )	A	Supporters' Board – Dons Action
John Brockwell ( <b>JB</b> )	A	Supporters' Board - Secretary
Tina Kenny ( <b>TK</b> )	A	Supporters' Board
Alexander Jovic ( <b>AJ</b> )	A	Supporters' Board
Jim Mann ( <b>JM</b> )	A	Supporters' Board - Chair
Antony Yates ( <b>AY</b> )	A	Supporters' Board
Tom Gidley ( <b>TG</b> )	A	Supporters' Board
<b>Apologies:</b>		
Bailey Bedborough (BB) David Wright (DW) Carol Head (CH)		Supporters' Board Supporters' Board Supporters' Board

1	Standing Items	Action
	<p>All members confirmed that they no Conflicts of Interest related to matters being discussed. Apologies were received from BB, DW and CH.</p> <p>Minutes of Meeting held on 7<sup>th</sup> February 2023 were unanimously approved.</p>	<p>N/A</p> <p>N/A</p>
2	Matters Arising from previous minutes	
A	<p><b>(3A) Progress on possible installation of doors in the vomitories in the Lewington's bar.</b></p> <p>The club have been investigating this and have concluded that putting doors in will not stop the cold air from entering Lewington's. The only real solution is to enclose the space but this will reduce the bar capacity to around 120 supporter's whereas at the moment around 350 supporter's currently use the facility on matchdays. PW stated that his preference is to do something to improve the area despite it costing money to do so.</p> <p>LW asked about the location of the MKDSA shop if the area is enclosed. PW informed the meeting that the area where this is currently located would be the bar for the enclosed Lewington's and therefore it would need to move. Unfortunately the current bar would also stay as this would be used for supporter's that couldn't gain access to the walled off part of Lewington's. Discussions would need to take place about where this would be relocated to if the decision is to wall the area in.</p> <p>Survey to understand whether users of Lewington's would prefer the area to be walled off therefore reducing capacity or leaving as is to be organised by the MKDSA at the start of next season.</p> <p>Supporters' to be made aware of the date that the survey is taking place via messaging from the club and supporters' groups.</p>	<p>JS/LW</p> <p>AF/OC/JS/LW</p>
B	<p><b>(3D) SB feedback on EFL website.</b></p> <p>SB members have fed back.</p>	
C	<p><b>(3H) SB stall at the Family Fun Day</b></p> <p>All SB attended the stall during the session. OC to cover the results of the survey in the dons Action section.</p>	
D	<p><b>(3H) Pre Match Interview between Trevor and Jim</b></p> <p>This took place but it was observed that hardly anyone was in their seats and not many supporters' heard the interview.</p> <p>Interview to be rescheduled via club website and/or social media.</p> <p>Supporters' to be invited to submit questions via social media</p>	<p>AF/JM</p> <p>OC</p>



<b>E</b>	<b>(3H) Progress of dedicated email address for SB communication?</b> SB email address created ( <a href="mailto:mkdonsb@gmail.com">mkdonsb@gmail.com</a> ).	
<b>F</b>	<b>(3I) Code of conduct</b> This has been circulated by JB and is also available on the SB section of the clubs website.	
<b>G</b>	<b>(3J) Disciplinary Procedure</b> This has been circulated by JB and is also available on the SB section of the clubs website.	
<b>H</b>	<b>(3K) Tina’s feedback regarding the EFL Sanctioning Guide</b> circulated by to all SB members by JB	
<b>I</b>	<b>(6) AY to liaise with AF regarding “something appropriate” for female fan involved in incident @ Bristol Rovers.</b> This has been arranged.	
<b>J</b>	<b>(9C) The club have “Tweeted” regarding the passing of Tom Stewart.</b>	
<b>K</b>	<b>(4D) Feedback on Season Tickets and message to supporters’</b> This was provided by the SB and assisted in shaping the offer and message.	
<b>3</b>	<b>CLUB ITEMS</b>	
<b>A</b>	<b>Matchday experience</b> Dons Village will be in place again this Saturday. Following feedback improved food offerings, music choice and alternative location are being trialled. The feedback also requested that it be limited to Home fans only. AG thanked the SB for all the feedback given which has been incorporated in the latest trial.	
<b>B</b>	<b>Season ticket update</b> At the moment there hasn’t been an advertising “push” outside of our current season ticket base but we’ve already sold 70 new season tickets. Cancellation of current season tickets is tracking roughly in line with previous seasons with the main reason for cancelling being stated as “cost of living”.	
<b>C</b>	<b>MK Dons Sport &amp; Education Trust update</b> The Knife Angel project recently won Sky Bet League One’s EFL Community Project of the Season. This was a real team effort between the SET, club and various organisations and individuals in MK. The work continues and it’s likely it will be run out Nationally and the SET are currently developing this piece of work.	

The SET now operates three training grounds: Fairfields, Woughton on the Green and Brooklands. These sites incorporate 20 football pitches which means that the SET are key to the provision of grass roots football in MK.

The SET have also partnered with the MKDSA to assist the MK Food Bank. Community impact will be a key part of the way football operates under the proposed Regulator and due to the work of the SET we are in a very good position as a club.

JC updated the progress of Womens football in the SET. Our Womens Team plays at the equivalent level as the men's team (3<sup>rd</sup> tier). Our team is amateur but we are finding that other teams within our league are receiving significant funding. They finished the season in their highest ever position in the league (5<sup>th</sup>).

The SET's unique offer is that a pathway for players has been developed for not only girls but also boys and players with disabilities.

The SET are currently reviewing what they do around the women and girls teams. There is a new Trustee on the Board of the SET who is the Head of FA Community Development and she will assist in guiding the SET strategy for Womens football in MK.

We currently operate a Regional Talent Club academy for girls. Going forward the FA are changing how this is licenced and we will lose the RTC as these will only be available for Premiership and possibly Championship womens teams. We will, however, continue our own version of a girls academy to continue this good work. Our girls have just come back from an International tournament having won 3 of the groups and were runners up in the other 2 groups.

TK requested that Maralyn Smith to be invited to the next meeting to discuss the SET's aims over the next year.

The SB placed on record their congratulations to the U18's winning the EFL Trophy.

The new Academy Manger, Ben Smith, will join the club on 9<sup>th</sup> May. Previous positions include Football League Academy Area anger and Manager of Crystal Palace's Academy. The position of Head of Education and Safeguarding has also been filled and will be starting in August. So we will be back up to full strength in the Academy.

JC



4	<b>MKDSA ITEMS</b>	
	Nothing to present	
5	<b>Dons Action</b>	
<b>A</b>	<p><b>Opposition Teams supporters' in the Home end</b>          JC advised that the instructions to our stewards is that if there are away supporters' in the home end that make themselves obvious (kit, celebration etc) then the stewards will move them to the away end. If they are not compliant they will be ejected.</p>	
<b>B</b>	<p><b>Supporters' wearing other teams merchandise in the Home end</b>          The club's view is that all supporters' are welcome. They recognise that some supporters could view others wearing other clubs kits as disrespectful. There is a possibility to get the stewards to ask them to "cover up".</p>	<b>JC</b>
<b>C</b>	<p><b>Family Fun Day Survey</b>  <a href="#">(CLICK HERE to view the PowerPoint survey for full breakdown)</a></p> <ul style="list-style-type: none"> <li>• <b>Improving the Matchday Experience</b>              Unsurprisingly results on the pitch rated highly. Lack of activities for disabled fans at the Family Fun day was highlighted by several. Timing of adverts for other events on the big screens can cause supporter frustration, example given was advertising Muse in the middle of a match.</li> <li>• <b>Atmosphere @ Stadium MK</b>              SET are keen on assisting with a "wall of noise". Look at trialling shutting of sections of the ground if we get a decent Cup game. Takeover days are seen as a success by the club and they are looking at expanding these next season. Dons Action would love to use large crowd banners but at the moment certification is an issue.</li> </ul> <p>AG pointed out that note had been taken of comments made at a previous meeting and Cozi Powell and Oasis have been bought back.</p> <p>PW advised that the club were looking at better club branding/pictures on the concourse to make the stadium more like home.</p>	

	<ul style="list-style-type: none"> <li>● <b>Concession Booths</b> Price and quality of food has been raised. AG advised that during this season costs have increased by 40%. We also rely heavily on agency staff to man the booths on matchdays which can impact the quality.  The club are currently reviewing the concourse offerings to understand what improvements can be made.  AY raised the issue that the discount for the booths being removed after kick off would affect disabled supporters who utilise the clubs serve at seat offering which only commences after kick off. The club agreed to look into this.</li> <li>● <b>MK Dons website</b> Supporters' are generally happy with our current website. The costs of moving away from the current EFL website and supporters' acceptance of the current site would indicate that this isn't an item for future SB agendas.</li> <li>● <b>MK Dons Club Shop</b> Feedback included the comment "more Dons less Castore" as a high percentage of items currently in the club shop do not have Dons branding.</li> <li>● <b>Traffic Flows at Stadium MK</b> The feedback from those surveyed was positive. It was noted that getting into and out of stadium MK is quicker than any other ground that we've visited this season. The feedback would indicate that this isn't an item for future SB agendas.</li> <li>● <b>Engagement with Supporters'</b> The view was that communication could be improved. Positive reaction to Mark Jackson's engagement with supporters. Russell Martin's lock down zoom calls were appreciated by supporter's and the club will look into the possibility of Mark Jackson doing similar in preseason. AF confirmed that there will definitely be an end of season review video published.</li> <li>● <b>Family Fun day</b> Generally well received but comments made around the limited number of activities. Especially focussed on younger children and it would also be good to have activities for our disabled supporters. The "Meet the Players" wasn't well advertised.</li> <li>● <b>Enjoyment at MK Dons games</b> Considering the position the club finds itself in surprisingly the scoring was fairly good.</li> </ul>	<b>AG</b>
--	--	-----------



<b>6</b>	<b>AOB</b>	
<b>A</b>	<p><b>Hygiene Products for Females (AY/TK)</b></p> <p>Prompted by a question raised by a supporter AY has surveyed clubs in our League asking if they provided free feminine hygiene products at matches. 13 clubs responded with the majority indicating that they did.</p> <p>JC advised that Maralyn Smith (MS) is looking into how best to provide these for not only the club but also the hotel.</p>	<b>JC/MS</b>
<b>B</b>	<p><b>Warm Up Nets (BB)</b></p> <p>The danger caused by balls flying into the crowd whilst players are taking warm up shots was highlighted by BB via email. The club responded that purchasing nets, the upkeep of them and physically erecting and dismantling them at a game is cost prohibitive. It was agreed that the club should look at ways to message the supporters' in the affected area warning them of the potential for balls to go into the crowd.</p>	<b>AG</b>
<b>C</b>	<p><b>Seat Oiling (TK)</b></p> <p>It has been noted that some seats have been oiled leaving patches of oil under them. Bags or coats placed under the seats are being contaminated by the oil. Could grease be used instead and can the spillages be cleared up?</p>	<b>AG</b>
<b>D</b>	<p><b>Seat not the correct colour in "MK Dons" (OC)</b></p> <p>OC pointed out that two seats had been placed in the wrong colour positions in the M of MK Dons in the East Stand. Can these be corrected?</p>	<b>JC</b>
<b>E</b>	<p><b>Club Finances (OC)</b></p> <p>It's been noted that despite our operating losses decreasing at the start of last season our budget also decreased. Why was our budget reduced despite the fact that our operating losses were decreasing?</p> <p>PW responded that the budget decreased because we operated with a lot of young players and a smaller squad. The budget this year has been significantly more which just goes to show that spending money doesn't guarantee success.</p>	
<b>F</b>	<p><b>Peter Cork's funeral (PW)</b></p> <p>PW advised that JC and Bobby Winkelman would be representing the club at Peter Cork's funeral on Friday. Due to his illness Peter hasn't been around the club for a few years and he was a much loved and respected Associate Director of the club.</p>	
<b>7</b>	<b>DATE FOR NEXT MEETING</b>	
	<b>Tuesday 11<sup>th</sup> July 6:30pm</b>	<b>DC to book room</b>

<b>8</b>	<b>AGENDA FOR NEXT MEETING</b>	
	JB to work on the agenda and circulate with all Board members ahead of next meeting.	<b>JB to write agenda</b>