



## Minutes

<b>Title of Meeting:</b>	MK Dons Supporters' Board – Meeting <b>04</b>	
<b>Date of Meeting:</b>	Tuesday 7 <sup>th</sup> February at 6.30pm – 8.40pm	
<b>Attendees</b>		
<b>Name</b>	<b>Attended</b>	<b>Organisation</b>
Hannah Alker ( <b>HA</b> )	A	Head of Marketing at Stadium MK
Antoni Fruncillo ( <b>AF</b> )	A	Head of Communications at Stadium MK
John Samuel ( <b>JS</b> )	A	Supporters' Board
Louise Walsh ( <b>LW</b> )	A	Supporters' Board
Ollie Charnock ( <b>OC</b> )	A	Supporters' Board
John Brockwell ( <b>JB</b> )	A	Supporters' Board - Secretary
Tina Kenny ( <b>TK</b> )	A	Supporters' Board
Bailey Bedborough ( <b>BB</b> )	A	Supporters' Board
David Wright ( <b>DW</b> )	A	Supporters' Board
Carol Head ( <b>CH</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
Pete Winkelman ( <b>PW</b> )	A	Chairman at MK Dons FC
Mark Jackson ( <b>MJ</b> )	Part Time	Head Coach at MK Dons FC
John Cove ( <b>JC</b> )	A	Chairman at MK Dons SET
Daniel Cahill ( <b>DC</b> )	A	Marketing Executive at Stadium MK
<b>Apologies:</b>		
<p>Andy Gibb (AG) – Group Marketing &amp; Sales Director at Stadium MK            Alexander Jovic (AJ) - Supporters' Board</p>		

<b>1</b>	<b>Head Coach meets Supporters' Board</b>	<b>Action</b>
<b>a</b>	PW introduced the Supporters' Board to MJ. Updating him on the background and purpose of the Board. He explained that the SB had members in every part of the ground as well as representatives from the two supporters' groups.	
<b>b</b>	MJ stated that he believes in communicating to supporters as he believes that it's important. So far he hasn't been asked to do anything but he's always open to attend events, speak or meet fans. He's based in MK during the week and either his family come down at weekends or occasionally he goes home to Leeds.	
<b>c</b>	CH stated that she was very happy that the manager has stayed out to acknowledge the fans after the final whistle. It's something that has been missing and helps bring the club together. MJ stated that he's doesn't like the limelight but it's part of his role and he's happy to do it.	
<b>d</b>	MJ views player liaison as important and is happy to assist in any way to facilitate this. He talked about when he was captain at Scunthorpe and ensuring that the player who won the man of the match appeared in the supporters' bar even if the team lost. The importance of direct contact, even in difficult circumstances, had been stressed to him by the supporters group chair at that time.	
<b>e</b>	It was noted by PW that engagement with the players has noticeably increased recently with hospital and school visits. Connection with supporters is viewed as highly important and something that can drive things forward.	
<b>f</b>	JS asked MJ about being active on Twitter and whether he gets any negativity from other users or the club for this. MJ said that he'd made a conscious decision a long time ago whilst at Leeds to be active. Players were educated in the use of Twitter as it can be a fantastic tool but also a dangerous place. As part of training the U18's he also trained himself. He tries to engage as much as possible and AF has been very supportive.	
<b>g</b>	JB asked what one thing that the SB could do to make MJ's life easier? MJ responded that it was a tough question and he'd like to go away and think on it. He's started a Leadership Group amongst the players	<b>MJ</b>
<b>h</b>	JM asked if MJ had individual personal development plans (PDP's) for players. MJ advised that the players are given a "compact" after each match. This is a video of the players individual clips from the game. The staff reduce it down to 5 or 6 minutes of "key behaviours". The good points are then highlighted to each player along with the points that need improving.	
<b>i</b>	MJ left the meeting	
	<b>The formal part of the meeting commenced.</b>	



2	Standing Items	Action
	<p>All members confirmed that they no Conflicts of Interest related to matters being discussed. Apologies were received from AG and AJ.</p> <p>Minutes of Meeting (MoM) held on 12<sup>th</sup> December 2022 were unanimously approved.</p>	<p>N/A</p> <p>N/A</p>
3	Matters Arising from MoM	
A	<p><b>Wall in Lewington's.</b>            OC stated that after speaking to supporters they are very much aware of the situation at this moment. The feedback that he's had is that supporters are getting used to the area and are generally happy with it.            JS said that the major issue at the moment is trying to keep the cold out, putting doors on the vomitories would help to keep the warmth in. It is understood that heating of the space wasn't possible due to the design.            PW agreed to look into putting doors in the vomitories.</p>	<p>PW</p>
B	<p><b>Coach Travel</b>            The MKDSA thanked the club for offering to hand over away travel to them but feel that they would not be able to cope with the undertaking.</p>	
C	<p><b>Away Travel Season Ticket</b>            Due to varying costs and match schedules this wasn't deemed to be a viable option.</p>	
D	<p><b>EFL Website</b>            The EFL have just communicated that they are looking at relaunching this in 2023/24 season. PW requested that the SB continue to look at what others do and what additional features would be good to add so that the club can feed this back to the EFL.</p>	<p><b>All SB members to feedback</b></p>
E	<p><b>MK Dons SET media presence</b>            JC advised that the club were looking at employing someone to focus on the SET. Budgets are set in April therefore the full brief and employment will be in place for next season. In the meantime it's on AF's agenda every week "have we got a SET story that we could be using?".</p> <p>Community focus is becoming more important to the EFL and we are very good at it but poor at talking about so this is an area we definitely need to improve on.</p>	

<b>F</b>	<p><b>Team Sheet for partially sighted supporters</b></p> <p>CH has spoken to the affected supporters' and they are currently happy not to have team sheets. AF advised that discussions have taken place within the club on increased use of the screens at the match including the possibility of displaying this on a screen.</p>	
<b>G</b>	<p><b>Paper Clappers and/or flags to improve atmosphere at games</b></p> <p>This is a possibility for the last home game of the season.</p>	
<b>H</b>	<p><b>SB Communications plan</b></p> <p>HA has discussed this in the clubs marketing meeting. There is a double page spread in the Oxford programme that contains the SB photos and bios.</p> <p>There will be a stall made available on Family Fan Day (11/3) for the SB. If there is enough demand there is a possibility to reopen the old info space on the concourse for SB use.</p> <p>An email to supporters on the clubs database can be sent. HA would like feedback on what this should contain.</p> <p>Trevor Marshall to interview JM before the match on Saturday to highlight the SB.</p> <p>DW asked about the progress of a SB email. HA will chase the IT team on this.</p>	<p><b>OC to coordinate meeting re manning stall</b></p> <p><b>All SB member to feedback to HA</b></p> <p><b>JM</b></p> <p><b>HA</b></p>
<b>I</b>	<p><b>Code of Conduct</b></p> <p>This was accepted by all with the one proviso that a dictionary definition of "pecuniary" is added</p>	<b>JB</b>
<b>J</b>	<p><b>Disciplinary Procedure</b></p> <p>This was agreed by all. Thanks to CH and TK for their work on this.</p>	<b>JB to distribute</b>
<b>K</b>	<p><b>EFL Supporters' Sanctioning Guide</b></p> <p>TW has fed back on this.</p> <p>JC talked about the clubs preference for Acceptable Behavior Contracts (ABC) and following the EFL guidelines due to Pyros and increased incidents at games.</p>	<b>JB to circulate TW's response to SB.</b>
<b>4</b>	<b>Clubs Points of discussion</b>	
<b>A</b>	<p><b>Ticketing System update</b></p> <p>Currently evaluating options. The project manager is AG.</p>	
<b>B</b>	<p><b>Car Park and traffic flows</b></p> <p>Looking at ANPR and a lot of improvements for the car park as part of a wider remit covering hotel, event and MK1 parking. Nielsen Stead is currently leading the project and will present the plans to the SB when these are nearer completion.</p>	



	<p>The slip road closure on the A5 at the stadium junction is currently causing issues, the club have urged Network Rail and Highways to rapidly complete the work.</p> <p>Traffic Management plans are currently being discussed with the council. Currently these are produced event to event and the club are working with the council to have a set of standard plans that can be used for each level of event.</p>	
<b>C</b>	<p><b>Club Shop</b></p> <p>A variety of reasons have caused issues this season and many other clubs have had similar issues with their suppliers. The Club reported that they are actively discussing with Castore alternative solutions that will activate. If our difficulties continue with next season's kit.</p>	
<b>D</b>	<p><b>Ticket pricing strategy 22/23</b></p> <p>The White paper produced last year stated that prices of season tickets would not go up or down for two years. Currently looking at options including altering the age banding of ticket pricing.</p> <p>SB to email any ideas and suggestions to HA, with everyone in CC, on next seasons ticketing by 17<sup>th</sup> February.</p> <p>Also send what should the overall message be to supporters renewing?</p>	<p><b>All SB members</b></p> <p><b>All SB members</b></p>
<b>E</b>	<p><b>State of pitch</b></p> <p>Our original pitch was a Desso pitch. This is normal scarified and reseeded but due to the events that were taking place at the stadium a different system was used. The grass was grown off site in the form of a "carpet" with only small lengths of black fibre shard anchoring the roots. We will be reverting back to a Desso pitch but this will be after next season.</p> <p>The issues with the current pitch started with the deep frost which made the shard liable to snapping which then makes the grass less stable. As the weather improves the pitch will improve.</p> <p>The pitch is laid on sand and is therefore extremely free draining which is why watering is required to give it a slick playing surface. At times it may appear to be flooded from the stands but this is just the reflection of the floodlights off the black fibre shard within the pitch.</p>	
<b>F</b>	<p><b>Soccer Sight</b></p> <p>The receiving sets for visually impaired supporters' keep going missing. When we run short a new box of 14 receivers, costing £6k, needs to be</p>	

	purchased. It was felt that the easiest way to manage this was via a refundable deposit system.	
<b>G</b>	<p><b>Training Ground update</b></p> <p>Now that Planning permission has been granted the focus is on getting two pitches and two grids plus a temporary building. This will be stage 1. The final objective is to move the academy to the Bowl with the First team.</p> <p>The MK Dons SET now operate Fairfields on behalf of the council and have 25 year leases on Brooklands and Woughton. There are currently 4 pitches at Brooklands but this is expanding to 7.</p>	
<b>H</b>	<p><b>Head of Academy</b></p> <p>Interviews for the role taking place tomorrow (8/2/23). The post for Head of Education and Safeguarding is now being advertised, the role is currently being covered by several members of staff until a suitable replacement is found.</p>	
<b>5</b>	<b>Dons Action points for discussion</b>	
<b>A</b>	<p><b>Family Fun Day</b></p> <p>Can we all push this as much as possible. We need a big crowd for this match?</p>	

<b>6</b>	<b>MKDSA points for discussion</b>	
	<p><b>Bristol Rovers</b></p> <p>PW advised that there is a currently an EFL investigation into the match.</p> <p>LW stated that our supporters experienced heavy handed stewarding. Four of our supporters' were ejected, one being arrested and then de-arrested. One female fan was put into a choke hold by a steward but she does not want to take any action on this. Both the minibus and coach encountered issues leaving the ground with a gang of youth continually standing in front of them on the public road.</p> <p>AY to liaise with AF regarding the female fan as the club would like to arrange something appropriate (meet a player etc).</p>	<b>AY</b>

<b>7</b>	<b>Level Playing Field day of Action</b>	
	<p>This will be held on Saturday 25th February.</p> <p>AY attended a meeting to arrange our activities on the day. The club have installed new ostomy shelves in 2 disabled toilets and are hoping someone from ostomy UK can come and officially open the toilets on this day. The</p>	



	<p>club has also recently won the Level Playing Field award for the <a href="#">Best Away Fans Experience</a>.</p> <p>Only 5 league football grounds have more accessible seating than us. 4 are in the premiership and the final one is Swansea in championship.</p> <p>Jo and Jeff Newell from the MKDSA have made a film with Level Playing Field about the match day experience at stadium mk which will be used as part of the National campaign.</p> <p>On Thursday AY is doing an interview film for this. He will be discussing his roll on the board.</p> <p>CH asked that mention is made that not all disabilities are visible and how the club supports those in this situation.</p>	<b>AY</b>
<b>9</b>	<b>AOB</b>	
<b>A</b>	<p><b>MKDSA 20<sup>th</sup> Anniversary</b></p> <p>LW informed the SB that there are currently plans to hold a celebration of this on 23<sup>rd</sup> October. Planning is in early stages. Lewington's is being looked at as the potential venue.</p> <p>PW agreed that the club would assist and potentially MJ and/or player(s) would be in attendance.</p>	
<b>B</b>	<p><b>Green Football Weekend</b></p> <p>PW explained that this wasn't pushed by the EFL. The SET was involved with a similar scheme last year and it seems that the entry of the club into this for this season was via last years scheme. It's a good initiative and we do a lot in this space and we should look at getting involved next season.</p> <p>JC then mentioned the Football sustainability index. We currently have a low rating "unless we can prove otherwise". JC is in the process of providing proof as we know that a lot of what we do hasn't been acknowledged in the scoring, for instance we have gone virtually 100% LED lighting in and around the stadium.</p>	
<b>C</b>	<p><b>TOM STEWART</b></p> <p>JS bought it to the SB's attention that Tom's funeral is tomorrow. Tom was a former Chair of the MKDSA.</p> <p>JS to forward a photo to AF to go with a tweet tomorrow.</p>	<b>JS</b>
<b>D</b>	<p><b>BALL RETRIEVERS</b></p> <p>JS asked how these were picked and what training they were given.</p> <p>JC advised that the club has recognized the issue and that the SET will be taking this over and we will have a trained ball retrievers' squad.</p>	
<b>E</b>	<p><b>Hannah Alker</b></p> <p>Hannah will be leaving MK Dons in April, which will be before the next meeting.</p>	

	The SB wish to put on record our thanks for her work on the White Paper and the formation of the SB. She's grown as a marketeer over her time at the club and is leaving for a fantastic opportunity. Dan Cahill will be taking over.	
<b>10</b>	<b>DATE FOR NEXT MEETING</b>	
	<b>Tuesday 25<sup>th</sup> April 6:30pm</b>	<b>HA to book room</b>
<b>11</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>