



Minutes

Title of Meeting:	MK Dons Supporters' Board – Meeting 07	
Date of Meeting:	Wednesday 12 th July at 6.45pm – 8.40pm	
Attendees		
Name	Attended	Organisation
Pete Winkelman (PW)	A	Chairman at MK Dons FC
Antoni Fruncillo (AF)	A	Head of Communications at MK Dons FC
Simon Crampton (SC)	A	Performance Director at MK Dons FC
John Cove (JC)	A	Director, MK Dons / Chairman , MK Dons SET
Jim Mann (JM)	A	Supporters' Board - Chair
John Brockwell (JB)	A	Supporters' Board - Secretary
John Samuel (JS)	A	Supporters' Board
Alexander Jovic (AJ)	A	Supporters' Board
Bailey Bedborough (BB)	A	Supporters' Board
David Wright (DW)	A	Supporters' Board
Carol Head (CH)	A	Supporters' Board
Antony Yates (AY)	A	Supporters' Board
Tina Kenny (TK)	A	Supporters' Board
Franco Volpe (FV)	A	Chairman at MKDSA
Apologies:		
Louise Walsh (LW) Tom Gidley (TG)		Supporters' Board Supporters' Board

1	Standing Items	Action
	<p>All members confirmed that they no Conflicts of Interest related to matters being discussed.</p> <p>Minutes of Meeting (MoM) held on 30th May 2023 were unanimously approved.</p>	<p>N/A</p> <p>N/A</p>
2	Guest	
	JM introduced FV who attended in place of LW to give an update on Away Travel.	N/A
3	Matters Arising from MoM	
A	<p>Lewington's</p> <p>After lengthy discussion the SB have agreed to postpone the survey.</p> <p>At the moment the club is investing heavily in the playing squad with the aim to gain promotion back to L1. This limits funds available for other projects with the increased investment in the playing staff and the decreased income due to relegation. When the position of the club is clearer, towards the end of the season, this will be revisited.</p>	N/A
B	<p>SB Chair Interview</p> <p>AF agreed to arrange the filming of the interview at the start of the season. It was agreed that this would take place before 20th August.</p>	AF
C	<p>MK Dons SET Chief Exec</p> <p>Maralyn Smith to be invited to the next meeting and will present to the SB as part of the clubs items.</p>	JC
D	<p>Supporters' wearing other teams' merchandise in the Home end</p> <p>The club's view is that all supporters are welcome. They recognise that some supporters could view others wearing other clubs kits as disrespectful. JC confirmed that the stewards have been instructed to ask them to "cover up".</p>	N/A
E	<p>Hygiene Products for Females</p> <p>Discussion of how to practically manage this took place. JC to put CH and TK in touch with Maralyn Smith to finalise the process.</p>	JC
F	<p>Seat Oiling</p> <p>TK has provided the seat numbers. These have been checked by the maintenance staff who have confirmed that contrary to instructions oil has been used. They have tried to clean up the residue but have been unable to do so.</p> <p>JB to provide details of potential cleaning product(s)</p>	JB
G	<p>Seat not the correct colour in "MK Dons"</p> <p>JC confirmed that the two incorrectly coloured seats will be swapped prior to the first home friendly game.</p>	JC



H	<p>Social Media Access</p> <p>Social media access has been obtained from OC and handed over to the communications team by JB.</p>	N/A
I	<p>LPF's Centre of Excellence Award Access Audit</p> <p>JC confirmed that this will form part of the clubs Equality, Diversity and Inclusion (EDI) submission that needs to be completed by the start of September.</p> <p>TK, CH and AY volunteered to assist with preparation for this submission.</p>	JC
J	<p>Away Coaches</p> <p>This item was covered in the MKDSA section.</p>	N/A
K	<p>Players Interaction</p> <p>AF confirmed that after the final preseason home friendly the players will stay out for half an hour and interact with supporters. When approached about this Graham Alexander was very positive that this should happen.</p> <p>AF has arranged that some players to visit the disabled section as young supporters in this area have missed out on the interaction in the past.</p>	N/A
L	<p>Young Dons webpages</p> <p>AF confirmed that this has been updated with assistance from the MK Dons SET.</p>	N/A
M	<p>Safety Advisory Group (SAG)</p> <p>JB has been in contact via details provided by AG. Currently awaiting a response and will advise any progress to the SB.</p>	JB
N	<p>Men's "Man Cave" Mental Health Group</p> <p>Can the MK Dons assist this new Charity that's been setup as a safe place for men to talk about their mental health problems?</p> <p>JC to chase internally.</p>	JC
4	<p>Clubs Points of discussion</p>	
A	<p>Season ticket update</p> <p>A group of season ticket holders who haven't renewed has been identified. These are largely those that pay annually in advance. Typically they pay nearer the start of the season. The club on this list and hopefully the majority will renew.</p> <p>The club are reviewing the possibility of reintroducing the Terrific Ten or Super Six mini season tickets to aid those whose circumstances preclude them from purchasing a full season ticket. After discussion the SB recommended that if it was a choice between the two the Super Six would be the preference. PW thanked the SB for their input and this will be taken into consideration as part of the ongoing discussions.</p>	N/A

<p>B</p>	<p>Pre-Season Update</p> <p>Our preseason kicked off yesterday with the match against Wealdstone with the next up being the double header against Barnet. The Women’s team will play first followed by the men’s team. The squad then fly to Germany for a training camp that will include a behind closed doors friendly against local opposition. The squad then return to face Coventry on Tuesday 25th July. A large away following is expected with Coventry already selling around 2,500 tickets. The last preseason game will be against Northampton where the new third strip will be worn and put on sale in the club shop.</p> <p>SC stated that the players were gelling well. Preseason this year is intense with a high emphasis on fitness. So far there have been no major casualties as the players are being monitored and rested when required. Germany will be a tough week physically for the players. Three-hour physical training sessions are being held before the preseason matches to push the players fitness.</p> <p>JB asked about the vacancy for a First Team Strength & Conditioning Coach that has been advertised. In view of the heavy fitness training is this putting a strain on the existing coaches that are covering this role? SC explained that Adam Ross, who has a Masters in Strength and Conditioning, has assisted with this role.</p>	<p>N/A</p>
<p>C</p>	<p>MK Dons Event Calendar</p> <p>An internal Event Calendar is being developed to enable better planning across the whole club. It would be helpful if any related events were fed into this, for example any events that the MKDSA were planning so that unintentional clashes are avoided. The SB were requested to send any info on such events to JM who will collate these and forward to the club.</p> <p>TK volunteered to send the latest NHS events calendar, covering events such as no smoking day, to assist.</p> <p>Events calendar to be circulated to the SB for internal use only.</p>	<p>TK</p> <p>JC</p>
<p>D</p>	<p><u>Customer Charter</u> update</p> <p>The 2023/24 season Customer Charter has now been published online.</p>	
<p>E</p>	<p>Club restructure update</p> <p>JC informed the SB that Andy Gibb will now concentrate on Sales, particularly entertainment and leisure, and his place on the SB will be taken by JC. PW and JC are now more involved in line management particularly the Marketing function.</p> <p>Andy Wooldridge has accepted a role at Ipswich as Commercial Director.</p> <p>As a result of relegation there have also been several redundancies as the club has had to readjust to reduced income from the EFL, away supporters and TV income.</p> <p>SC has taken on more responsibility around the administration side of the football operations. The Football Administration Manager position was made redundant as part of the restructuring and the duties of this role, alongside other duties, have been included in a newly created role Head of</p>	<p>N/A</p>



	<p>Football Operations. This role was filled via a promotion from the academy and there is now a vacancy for an Academy Admin Assistant.</p> <p>The Box Office has been reorganized and the staff will now be less back office bound.</p>	
5	Dons Action points for discussion	
A	<p>Dons Action thank you <i>“Dons Action would like to thank all SB members for their response to our statement we made at the end of last season, and for allowing communication to continue where necessary.”</i></p>	N/A
B	<p>Football Administration Manager redundancy. <i>“What steps have the club put in place to ensure something is being done to cover a vital role for the club and its players?”</i> This was discussed in the “Clubs Points of Discussion” section of the meeting.</p>	N/A
C	<p>Redundancies <i>“Have the club had to make any further redundancies as a result of the relegation to League 2?”</i> This was discussed in the “Clubs Points of Discussion” section of the meeting.</p>	N/A
D	<p>Ticket Allocation <i>“Will the club be implementing a ticket allocation for Wrexham away to ensure ST holders have priority?”</i> JC confirmed that the club will invoke the ticket allocation policy, as set out in the Customer Charter, with Priority 1 and 2 being released first. There are 12 wheelchair spaces available for MK Dons supporters.</p>	N/A
6	MKDSA points for discussion	
A	<p>Away Travel Update FV thanked the SB for their input and questions regarding the Away Travel proposal. Members of the MKDSA committee tested the coach booking system over the weekend and also tested it using supporters at the Wealdstone match. The main coach provider will be Bill’s Coaches who will supply a 79 seater coach for every game and there will also be a Disabled mini bus. Bookings will be taken several matches in advance and extra coaches can be put on if there is sufficient demand via a waiting list.</p>	N/A

	<p>A Sales point will be available in the Box Office and MKDSA assistance will be there to assist on the day of the launch. The first time a supporter uses the system they will need to enter full details but after that the system will not require additional details and therefore it will be quicker. Supporters can also book online or on a matchday in Lewington's.</p> <p>The MKDSA are advertising the club's away Day season ticket as there will be reduced capacity for away supporters in several grounds this season therefore it makes sense for regular travelers' to purchase one of these from the club.</p> <p>Supporters are covered by the MKDSA's Travel Insurance if they are members of the MKDSA Travel club. There is a £1 annual membership fee that's payable with the first away trip that covers this.</p> <p>PW stressed that if the away travel via the MKDSA proved to be financially challenging then the club would be willing to discuss and assist.</p> <p>Now that Stadium MK no longer has free parking and pay and display has been introduced coach travelers' will need to enter their car registration number online and park in a designated area to obtain free parking. There is currently a discussion taking place regarding the best place to park for disabled supporters.</p>	
B	<p>MKDSA AGM</p> <p>The AGM will be held after the Fans Forum.</p> <p>AF to confirm the date and time to the MKDSA.</p>	AF
C	<p>Lewington record celebration</p> <p>AF stated that the club are happy with celebrating this even though Lewie isn't as keen! Lewie is 6 appearances away from the most League appearances for one club.</p> <p>The issue is when this takes place. If the game that he reaches the milestone is chosen it's possible that for some reason he can't play (illness, injury etc.). It's therefore more likely to take place the next home game after he's reached the milestone.</p>	N/A
7	Items raised by Supporter's to the SB Communications Team	
A	<p>Programmes</p> <p><i>Supporter: "match day programmes that the club produce over the last 2 seasons have been appalling. Paying £3 for 32 pages and most of it is adverts and there being no programmes for the cup games."</i></p> <p>It was explained that under EFL rules and agreements the club have to put several pages of adverts into the programme, they also need to put adverts in as part of sponsorship packages. This leaves very little room (approx. 33%) for club content. The only way to increase club content would be to increase pagination but with the advent of the wide availability of club information via the website and social media programmes are now viewed by the</p>	



	<p>majority of supporters more as collectables rather than information providers. Sales of programmes at clubs in the EFL have declined with several clubs now not producing programmes.</p> <p>AF to assist CH with a detailed response to the supporter.</p> <p>It was noted that the Women's Team Programme won this seasons (2022/23) Programme of the Year for the Womens game. It's in the same format as the Mens programme.</p>	AF
B	<p>Club Red <i>Supporter: "Is there a possibility of restoring the free Club Red hot beverages?"</i></p> <p>There are no plans to reintroduce the free hot beverages in Club Red due to the cost to provide these. The club engaged with supporters as part of the "White Paper" and full cost implications were discussed then and it was agreed that this benefit would cease.</p>	N/A

8	AOB	
A	<p>JS asked when the squad numbers would be announced. GA is currently evaluating the squad and will announce the numbers when he has decided who will stay.</p>	N/A
B	<p>Season Ticket cards. There is confusion as to whether these require collecting or will be sent in the post. The club will clarify this via social media and the website in the next few days.</p>	JC/AF
C	<p>Castore pricing – why is the full price of an MK Dons shirt £55 when Mansfield are selling their Castore shirt for £45? SC to consult Castore and advise.</p>	SC
D	<p>SB Terms of Reference (ToR) The annual review of these is due. JB to arrange a meeting with TK, CH, JC and JM to go through the current ToR and propose amendments.</p>	JB
E	<p>Supporters Board Email Address (mkdonsb@gmail.com) Access details to be provided to CH, BB and AY.</p>	JB
F	<p>Parking Charges for friendlies JS asked what the charges would be.</p>	

	<p>PW responded that Coventry and Northampton would be £8 in advance and £10 on the day. The Johnstone Paint Trophy games will be a trial of pay be the hour (£1 per hour). The Parking Season ticket will only cover League games.</p> <p>AJ queried whether motorcycles would now be charged? JC to check and advise.</p>	JC
9	DATE FOR NEXT MEETING	
	Wednesday 13th September@ 6:30pm	DC to book room
10	AGENDA FOR NEXT MEETING	
	JB to work on the agenda and circulate with all Board members ahead of next meeting.	JB to write agenda