



Minutes

Title of Meeting:	MK Dons Supporters' Board – Meeting 02	
Date of Meeting:	Thursday 6 th October 2022 at 6.30pm – 8.30pm	
Attendees		
Name	Attended	Organisation
Andy Gibb (AG)	A	Group Marketing & Sales Director at Stadium MK
Hannah Alker (HA)	A	Head of Marketing at Stadium MK
Antoni Fruncillo (AF)	A	Head of Communications at Stadium MK
John Samuel (JS)	A	Member of MKDSA
Louise Walsh (LW)	A	Member of MKDSA
Ollie Charnock (OC)	A	Member of Dons Action
John Brockwell (JB)	A	General Admission
Tina Kenny (TK)	A	General Admission
Alexander Jovic (AJ)	A	General Admission
David Wright (DW)	A	Club Red
Carol Head (CH)	A	Club Red
Jim Mann (JM)	A	Hospitality
Antony Yates (AY)	A	Disability
Tom Gidley (TG)	A	Under 21
Bailey Bedborough (BB)	A	Under 21
Apologies:		
None		
No. 1	Standing Items	Action
	All members confirmed that they no Conflicts of Interest related to matters being discussed.	N/A

	Minutes of Meeting held on 22 nd September 2022 were unanimously approved.	N/A
2.	Club Communications	
	<p>AF introduced himself and talked about the current state of club communications.</p> <p>As the only full-time member of staff responsible for communications AF acknowledged that there have been issues. AF tries to be as responsive as possible and requested that if any members of the SB see any errors with any communications that they contact him ASAP and he will correct the error.</p> <p>AF acknowledged that there was a need for more communication and that the club need to be better at shouting about what it had accomplished.</p> <p>Minutes of SB meetings along with bullet points to be provided to AF asap after drafting up.</p> <p>Late arrival of away tickets causing supporters' issues with booking independent travel to away games with potential high take up of tickets was raised. The English Football League (EFL) regular meetings were discussed. This item would fit in the "Commercial" meeting. It was felt that late ticket release would be contrary to EFL Regulation 35.3.2 if opposition clubs had followed the agreed process:</p> <p style="text-align: center;">SECTION SIX EFL REGULATIONS</p> <p><u>Guidance</u> <i>Please note that with the exception of Directors' Box seating and accommodation as prescribed in Appendix 1 Part 3 paragraph 18.1 there is no requirement for a home club to supply any complimentary stand tickets to the visiting club. Where complimentary tickets are made available for the use of the visiting club this is completely at the discretion of the home club and is often done on a reciprocal basis.</i></p> <p>35.3.2 Clubs are required to sell tickets for their away matches if required to do so by the Home Club and similarly Home Clubs are required to supply tickets for their Home Matches to the Away Club for sale by the Away Club to its supporters if so requested by the Away Club. These tickets are to be made available on a sale or return basis and must be ordered by the Away Club at least five weeks before the League Match to which they relate. The Home Club must deliver those tickets to the Away Club at the latest four weeks before the League Match to which they relate. Where any match is arranged at shorter notice the above steps shall be taken as soon as is reasonably practicable. Visiting Supporters should also have the same opportunity to take advantage of pre-booking discounts that apply to home supporters.</p> <p>In view of this it was requested that the club raise this issue at the next meeting of EFL clubs.</p>	<p>N/A</p> <p>ALL</p> <p>JB</p> <p>AG</p>



3.	Dons Action Survey	
	<p>OC presented the results of a recent supporters' survey carried out by Dons Action. At the time of collation there were 189 responses.</p> <p>Key points were:</p> <p>Lewington's – 20% stated that they hadn't been to the bar last season. 75% stated that they had no intention of going to the bar in its current form this season.</p> <p>Match Day Experience – Having a good matchday was highly rated with the current experience much reduced from last season with both on and off field issues being referred to.</p> <p>Half Time Entertainment – potential to improve this. Could we bring back to ball into car challenge, have more fan engagement, better visibility of what is happening on the pitch etc.?</p> <p>What would supporters like to see on the screen?</p> <p>Potential to have a montage of fans on the screens from previous match.</p> <p>Engagement with fans to understand what they'd like to see to improve the atmosphere pre match and at half time bearing in mind that pre match music is specifically chosen based on the players preferences as this is their time to focus on preparing for the match ahead.</p>	
	Action plan (2 or 3 recommendations) required.	OC
5.	MKDSA ITEMS	
	An issue with a Disabled Supporter having to sit on the floor in the Lewington's bar was raised. The club apologised that this had happened and stated that a steward brought a wheelchair for the individual involved and that the Club contacted them after the match . There is provision for	

	<p>disabled supporters at the club, stewards have been briefed to provide a wheelchair for any disabled supporters that require a seat in the bar.</p> <p>Lewington's – a meeting had taken place before the SB meeting including the club, MKDSA and SB members. The club intend to discuss the proposals to refurbish and update the bar with members of the Safety Advisor Board (SAG) who are meeting at the stadium tomorrow before submitting a formal application to the council for approval. Supporters' will be given an opportunity to have an input on how the bar is "dressed" (vinyls on walls/pillars, framed shirts etc.)</p> <p>TG asked if it's possible that injured players could be present in the bar pre-match.</p> <p>The club will issue an update on the current status before the next home match. They will coordinate with the MKDSA who will also issue an update.</p>	<p>AF to check</p> <p>AF</p>
6.	TERMS OF REFERENCE	
	<p>The review group from the MK Dons Board made two slight modifications to the Terms of Reference discussed at the last meeting. These modifications were approved by all and the Terms of Reference can now be published in the Supporters' Board section of the MK Dons website.</p>	HA
7.	CODE OF CONDUCT	
	<p>The Draft Code of Conduct was discussed, and it was agreed that "obeying the law" should be amended to "in compliance with the relevant governing law".</p> <p>Disciplinary Procedure to cover breaches of the Code of Conduct to be discussed at the next meeting. Working Group established to present this to the next meeting.</p>	<p>AG to seek signoff from the Football Board.</p> <p>CH & TK</p>
8.	ROLES & RESPONSIBILITIES	
	<p>The question of individual focus groups was raised at the last meeting. In line with this the following initial groups were established:</p> <p>Communications – Establish a Social Media presence to allow supporters to easily contact the SB and give another avenue to engage with them.</p> <p>Design Logo for SB social media accounts</p>	<p>OC,TG,DW,BB</p> <p>HA</p>



	<p>Young Dons – Engaging with the teenage fan base.</p> <p>Fan Engagement – What’s going right/wrong. Look ahead to potential issues (season tickets, parking, refreshments etc.)</p> <p>Disability – focal point for any issues/suggestions to improve.</p> <p>Hospitality – Owns Sponsorship and Executive ticket holders issues/suggestions.</p> <p>Supporter Liaison Officer – issues arising at home and away games (stewarding, behavior etc.).</p> <p>Supporters’ Board webpage – updates, bullet points of minutes etc.</p>	<p>TG,BB AJ,JS,CH</p> <p>AY,CH</p> <p>JM</p> <p>LW</p> <p>JB/AF</p>
<p>9.</p>	<p>AOB</p>	
	<p>Charges are being made for parking by Blue Badge Holders which are contrary to the intentions published in the White Paper. A detailed presentation and explanation of the hardship this was causing to our disabled supporters’ who have no option but to park in the stadium car park was presented by AY. It was unanimously agreed by the SB that it was morally wrong for the club to have gone back on its agreement to continue providing the parking FOC to these supporters’ and that the club should revisit that decision with urgency and consider charging able bodied supporters more to make up the shortfall. “Say what we mean and mean what we say” should be the principle that is adopted.</p> <p>AG stated that there were currently 154 disabled parking spaces at the ground. The legal minimum for our ground is 72. Match day checks will take place to ensure that these spaces (E1,E2 & S1) are used by genuine disabled supporters.</p> <p>Mixed messages coming from the club regarding allocated bays. Some areas of the club are stating that these will be numbered and others are stating that they are not numbered. AG confirmed that there are no plans to number these.</p>	<p>AG</p>

	<p>CH asked if there were any plans to reintroduce the digital programme. HA and AF advised that the digital programme hadn't been popular and took a considerable amount of time to produce therefore there are no plans to reintroduce this.</p> <p>CH asked if printed Team Sheets could be available for partially sighted supporters. AF advised that printed team sheets have now been discontinued by most clubs, but he would look at the possibility of producing a few for these supporters.</p> <p>JB asked that the club remind supporters', and members of staff, of the provisions made to commemorate the memory of a supporter who has recently died.</p> <p>If any SB members have not provided a photo and profile to HA please do so with urgency so that these can be published.</p>	<p>AF</p> <p>AF</p> <p>ALL</p>
10.	DATE FOR NEXT MEETING	
	<p>Next meeting to take place on Wednesday 14th December @ 6:30 pm (World Cup schedule to be consulted in case of a clash!).</p>	HA to book room
11.	AGENDA FOR NEXT MEETING	
	<p>JB to work on the agenda and circulate with all Board members ahead of next meeting.</p>	JB to write agenda