



Minutes

Title of Meeting:	MK Dons Supporters' Board – Meeting 06	
Date of Meeting:	Tuesday 30 th May at 6.30pm – 8.40pm	
Attendees		
Name	Attended	Organisation
Pete Winkelman (PW)	A	Chairman at MK Dons FC
Antoni Fruncillo (AF)	A	Head of Communications at Stadium MK
Andy Gibb (AG)	A	Group Marketing & Sales Director at Stadium MK
Daniel Cahill (DC)	A	Marketing Executive at Stadium MK
Bobby Winkelman (BW)	A	Director MK Dons
Jim Mann (JM)	A	Supporters' Board - Chair
John Brockwell (JB)	A	Supporters' Board - Secretary
John Samuel (JS)	A	Supporters' Board
Alexander Jorvic (AJ)	A	Supporters' Board
Louise Walsh (LW)	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
Tom Gidley (TG)	Zoom	Supporters' Board
Apologies:		
Tina Kenny (TK) John Cove (JC)		Supporters' Board Chairman at MK Dons SET

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 25th April 2023 were unanimously approved.</p>	<p>N/A</p> <p>N/A</p>
2	Rationale for bring the scheduled meeting forward	
	<p>PW explained that he and JM had a phone call soon after the clubs relegation and they jointly agreed that in view of the current circumstances the planned meeting on 11th July 2023 should be bought forward.</p> <p>The new Head Coach is now in the building and player recruitment is under way.</p>	
3	Matters Arising from MoM	
A	<p>Lewingtons 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. DEFERED TO NEXT MEETING</p> <p>Supporters’ to be made aware of the date that the survey is taking place via messaging from the club and supporters’ groups. DEFERED TO NEXT MEETING</p>	<p>JS/LW</p> <p>AF/AY/JS/LW</p>
B	<p>SB Chair Interview Interview to be rescheduled via club website and/or social media. Supporters’ to be invited to submit questions via social media.</p> <p>Due to new manager and player signings etc this interview will most likely take place at a later time.</p>	<p>AF/JM AY</p>
C	<p>MK Dons SET Chief Exec TK requested that Maralyn Smith to be invited to the next meeting to discuss the SET’s aims over the next year.</p> <p>JC to invite MS at appropriate time.</p>	<p>JC</p>
D	<p>Supporters’ wearing other teams merchandise in the Home end 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>	<p>JC</p>
E	<p>Disabled Supporters’ discount at food booths 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.</p>	



	AG stated that the club have agreed to rectify this for the affected supporters.	
F	<p>Hygiene Products for Females</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> <p>DEFERED TO NEXT MEETING</p>	JC
G	<p>Warm Up Nets</p> <p>The danger caused by balls flying into the crowd whilst players are taking warm up shots was highlighted by BB.</p> <p>AG informed the SB that signage will be produced to warn supporters of the danger.</p>	
H	<p>Seat Oiling</p> <p>It has been noted that some seats have been oiled leaving patches of oil under them.</p> <p>AG informed the SB that the maintenance team have now confirmed that oil isn't used and that they only utilize grease. They have been unable to locate the seat(s) with the issue.</p> <p>TK to assist with proving seat number(s)/location.</p>	TK
I	<p>Seat not the correct colour in "MK Dons"</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>	JC
4	Clubs Points of discussion	
A	<p>Manager update</p> <p>PW outlined that there had been a very thorough process to ensure that the Club made the best appointment available. There was a very strong range of candidates and, eventually, Graham Alexander emerged as the successful applicant. Chris Locketti has been appointed as Assistant Head Coach and together they make a very cohesive and effective team.</p> <p>There was then a discussion about the success of their clubs and how we need to learn from them and our own experiences. The success of Luton was particularly noted but PW made clear that groundsharing was not a possibility as we had to protect and develop our own Club as a priority.</p> <p>BB asked about how our player signing system works. PW explained that. The manager identifies a position that he wants to sign a player to cover, he</p>	

	then sometimes also puts forwards his own recommendations to be scouted for the role. Liam Sweeting identifies players that fit the profile and produces a short list of players. The manager then does due diligence on the short list and the preferred target is identified.	
B	Season ticket update The clubs focus at the moment is on those Season Ticket holders that pay in full each year as those paying via Direct Debit will have already committed by now.	
C	Season ticket marketing plan The main campaign is yet to kick off but the plan has been worked through with the various triggers agreed.	
D	Dons Action statement The SB unanimously agreed that the Dons Action seat on the SB would remain open for them to return at any point and that they would be invited to add items to the agenda by the SB Secretary. BB and TG will continue to represent the younger generation of supporters on the SB. OC had looked after the SB Communications Group Social Media presence. AY assisted by CH and BB volunteered to take over the SB's Twitter, Facebook and Instagram accounts. JB to obtain Admin details from OC.	JB
E	2023/24 kit update At the moment the kit is planned to be delivered to the club during week commencing 12 th June. There will be an enhanced range including children's kits and other items this season.	
5	Dons Action points for discussion	
A	Where do we go from here? PW stated that the way forward is to double down and start winning games. Only progress through the Leagues will satisfy both supporters and the clubs ambition. We've made mistakes and recognised and learnt from these and they mustn't be repeated. There is a determination to succeed.	
6	MKDSA points for discussion	
A	LPF's Centre of Excellence Award Access Audit The club are open to looking at this. MKDSA to send details of the process to JC.	JS/LW
B	Away Coaches The MKDSA wish to work with the club to assist with away travel. The club stated that they were more than willing for the MKDSA to give input. Away Travel ended up losing the club £800 last year.	



	Detailed data to be shared with the MKDSA on last season's costs and income to assist with the discussion.	AG
7	AOB	
A	<p>Why did the advertised lap of appreciation not happen and why wasn't there an apology from the club? (AY)</p> <p>AF advised that the lap of appreciation happened as advertised. There was a decision made that this years lap of honour would be handled differently to previous years due to the position that we were in. Instead of coming off the pitch the players were to gather in the centre circle and this was advised both on the clubs website and in the programme. The players then did their usual clap and went off instead of spending a bit more time interacting with the supporters as planned, unfortunately the circumstances of the match had affected players which the Manger and Warren O'Hara apologized for.</p> <p>PW advised that if ever the club was in the situation that we found ourselves in last season the lap of appreciation would be cancelled.</p> <p>There are plans in place that after the final preseason home friendly the players will stay out and interact with supporters.</p> <p>AY requested that some players visit the disabled section as young supporters in this area miss out on the interaction. AF to arrange.</p>	AF
B	<p>Family Excellence Award what are the plans for getting the highest status for that next season? (CH)</p> <p>AG advised that this year's report highlighted two areas of improvement to be worked on. Post match communication and the Club Shop range of goods. Updates to the clubs CRM system will improve the post-match communications and the range in the club shop will be improved on last seasons offering.</p> <p>CH pointed out that the Young Dons page on the club website is exactly one year out of date. AF confirmed that an audit of the website is currently underway.</p>	AF

C	<p>Is it possible for the SB to have a seat on the local Safety Advisory Group (SAG) when football matters are discussed? (JB)</p> <p>The club advised that they were supportive but it is the Local Authorities who decided who attends.</p> <p>Contact details of the SAG to be provided to JB</p>	AG
D	<p>Can the club update on parking at the stadium in view of the incorporation of MK1 Parking Ltd in January this year? (JB)</p> <p>The club are currently looking into car parking on site in general. There are issues with lorries parking overnight, people using the car parks for “drifting” etc. Cameras are currently being installed to allow charging and control the use of the car parks.</p> <p>The system is being configured to ensure that those visiting the club shop aren’t charged and that the car park is still managed on matchdays. Testing of various scenarios will take place before the system goes live.</p>	
E	<p>Mens “Man Cave” Metal Health Group (AY)</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? Advertising the group to supporters’ would assist.</p>	JC
8	DATE FOR NEXT MEETING	
	Wednesday 12th July 6:30pm	DC to book room
9	AGENDA FOR NEXT MEETING	
	JB to work on the agenda and circulate with all Board members ahead of next meeting.	JB to write agenda