

Supporters Board Minutes
19th January 2019

Minutes from previous meeting

Matters Arising

¼ Publication

There was positive feedback on the ¼ publication but it was asked if it could be promoted more. The club confirmed it had launched softly before Christmas but was now pushing more actively including with programme sellers as part of the Burton and Oldham match.

Improved Signage for Away End

The club confirmed signage had been update. MoH asked if the temporary signage being used was enough, and as DRFC were the prominent brand – should permanent signage be used to showcase the away end, with temporary signage replace this for other fixtures (eg Dons).

Action: The club agreed to review the signage and consider how it can make more use of geographic focal points – eg North Stand or Red Corner of the stadium

Memorabilia

The club were reminded that an area for memorabilia was needed following it's removal from the Belle Vue Bar

Update: Club will create a new memorabilia area as part of 140th anniversary year

3rd kit

The club confirmed the 3rd kit had been well received with higher sales than another other 3rd kit the club had produced.

Action: The club were seeking permission to play in a further match other than Burton. The club agreed to consider whether cup matches could be utilised for the 3rd kit.

Lottery/Alliance

Feedback on the new lottery was positive. MS requested the direct debit form be changed to include contact details.

Action: The club pointed out that the direct debit form was a national legal standardised form that couldn't be edited, but would consider creating a second form for customer to complete with contact details – however were mindful this would double the workload for potential customers/agents to complete.

Silver Memberships

The club presented proposed season ticket prices including new benefits for supporters.

Benefits included money off silver membership for any existing silver membership in Category A or B with unused ticket stubs (the club agreed to purchase these back at £3 or £1.50).

The Supporters Board queried the mechanism behind the scheme and was it needed. The club suggested it could help retention as supporters who had missed too many games may still see the benefit of renewing if their Silver Membership was cheaper.

The club also unveiled their new benefit for Category A supporters which included a 140 year anniversary gift ranging from a single player signed shirt from the 2016/17 promotion season or a set of 140 year anniversary trading cards or a set of 140 year photo prints.

It was noted that the Silver Membership proposal had included marginal price rises in Category B and A – however proposed prices were still cheaper than actual prices in the 2012/13 season.

The club confirmed prices were only at proposal stage and they would be seeking opinions of supporters at the next Meet the Owners event 7th February.

140th Anniversary Year

In addition to a Silver Membership campaign that featured the 140 Anniversary year, the club also confirmed other plans to celebrate activities including

Kit launch and 3rd kit vote for 2019/20

Events with former players and former managers

A donation of 140 kits to a potential cause

The creation of a fan photo wall “my first game” similar to the In Rovers We Trust photo wall in the East Stand

The club were happy for more suggestions from supporters

Action: The Supporters Board asked the club to name an official date for the 140 year celebration, the club suggested this would be at the start of next season but would confirm

AOB

VSC MOU

The club & MOH provided further detail on the recently publicised MOU between the club and VSC and confirmed it would have no impact on the Supporters Club or Supporters Board and was simply a formal confirmation of an existing relationship but helped safeguard the supporters interest in the club.

Safeguarding

PM thanked the club and in particular (KC) for their help with safeguarding travel arrangements for youngers supporters travelling on the supporters bus.

Walkaround

The Supporters Board asked if a matchday walk-around could take place at the next meeting to see the activities across the stadium.