



## **Board Meeting Minutes**

**7.00 pm, Tuesday 18th January 2022**

**Venue: Online (Google Meet)**

**Attending:** Tim Scott (TS) (Chair), Alex de Jongh (AdJ), Mark Scoltock (MS), Philip Mitchell (PM) (Secretary), Sarah Ponsford (SP), Sam Steele (SS), Adam Haxell (AH) (part-time), Laura Stoker (LS), Gen Williams (GW), Matt Reynolds (MR), Mel Hughes (MH)

### ***A. INTRODUCTION***

#### **A1. Apologies for absence**

Liam Ball (LB), James Dinsdale (JD)

#### **A2. Minutes of previous Board meetings**

The minutes of the meeting of 15th November 2021 were accepted.

#### **A3. Conflicts of Interest**

None were recorded.

### ***B. MAIN TOPICS***

#### **B1. Community sub-group**

LS reported on progress on several Community initiatives, including the auctioning of shirts.

SP/SS will arrange for the winning designs in the scarf competition to be made into scarves. We will need to plan the release dates of various coming scarves to create separate publicity slots for each.

**ACTION 2201-B1.1 - SS/SP to produce scarves from winning designs**

The White Ribbon initiative actions is closed, though the topic remains important.

Action **CLOSED.** (Action 2109-9.3.2)

TS will discuss with the Club whether it would be a good idea to provide local shops with plastic document holders to be stocked with various flyers.

Action **CONTINUES**

**ACTION 2111-C4.1 - TS to discuss idea of flyers in shops with Club**

An action re a potential Xmas party was closed.

Action **CLOSED.** (Action 2109-C4.2)

SP is discussing the Diversity Plan with MH, BC and DM. She will arrange a meeting with all three to progress.

Action **CONTINUES**

**ACTION 2109-9.3.4 - SP to progress Diversity plan with Club**

**B2. AGM**

PM has written a note on the implications of moving the AGM from July to June. The Board agreed to set a date of June 21st for this year's AGM.

Action **CLOSED.** (Action 2111-C1.1)

PM will produce a plan for the actions leading up to this year's AGM. All Board members should start to consider who would be good candidates for the election.

**ACTION 2201-B2.1 - PM to produce plan for preparation for June's AGM**

***C. MONTHLY TOPICS***

## **C1. Finance update**

### **Finance Overview**

MR reported that the Trust has registered for VAT because of our volume of business in the last 12 months.

TS continues to discuss with the Football Supporters' Association whether changes in our formal status might be practicable and beneficial.

### **100 Club**

The amount raised by the 100 Club passed £50K in January. We will add and publicise an additional prize (of £50) in February to mark the occasion.

Action **CLOSED.** (Action 2111-C5.1)

## **C2. Membership Engagement Update**

### **Membership Review**

Numbers continue to grow, although (as we would expect) there are relatively few new members at this time of the year.

We will need to bring the process of securing renewals relatively soon. Two signed shirts will be used as incentives for people joining the Trust next year. One of these shirts will be focused on supporters of the women's team.

**ACTION 2201-C2.1 - SS to plan the use of shirts as joining incentives**

### **Travel**

Nothing to report. Actions on Travel have been deferred.

Action **CONTINUES.**

**ACTION 2109-9.2.1 - TS/GW to trial publication of travel information**

Action **CONTINUES.**

**ACTION 2109-9.2.2 - TS/GW to consider other ways of helping with travel**

### **C3. Merchandising update**

SP has produced a 2022 calendar, which is now on sale.

Action **CLOSED.** (Action 2109-11.2)

New T shirts and sweat shirts are on order.

There has been some interest in stash for four-legged Hamlet fans. We will investigate the degree of interest, and the cost of possible products.

**ACTION 2201-C3.1 - SP to investigate potential pink and blue canine couture options**

### **C4. Board Membership**

#### **Positions and Roles**

SS reported on work he has done with LS re improving our understanding of current Board members' skills and aspirations. SS and LS will interview Board members and report back by the March meeting (or earlier if possible).

**ACTION 2201-C4.1 - SS/LS to conduct skills audit**

Action **CLOSED.** (Action 2109-5.2.2)

#### **Co-Option**

Nothing to report. The skills audit will lead to a better understanding of requirements.

### **C5. DHFC Operations**

#### **Report on Club Board Meetings**

MH reported on topics discussed at the recent Club Board meeting. Topics included:

- a meeting with the Council on planning issues to be held in a few weeks' time. This may give some clarity on how much longer the Club is likely to play at the current ground, which would in turn help us to understand the appropriateness of various forms of investment in that ground
- examples of abusive behaviour at certain recent games. We need to beware of the possibility of bad behaviour being pushed down the football pyramid as stronger action against it is taken at higher levels.

### **Issues for Next Club Board Meeting**

The actions below continue. They are likely to become more relevant when the Club's plans for the future and the Trust's development plans are better understood.

Action **CONTINUES**.

**ACTION 2109-6.2.1 - MH to will ask BC what skills are particularly needed by DHFC at present**

Action **CONTINUES**.

**ACTION 2109-6.2.2 - MH to will ask Club Board which facilities the Trust could fund**

### **C6. Relationship with Club**

#### **Trust's Shareholding, Club ownership, and financial status**

PM proposed the following wording to define the Trust Board's position re obtaining shares for investment:

*"The Board agreed that it intends normally to secure shares in return for any investment which it makes in, or for the benefit of, the Football Club. The Board will nevertheless retain the right to spend money, without requiring any shares in return, on items or services which it views as both for the benefit of the fanbase (including Trust members) and optional, in the sense that the Football Club could reasonably decide not to invest in the items or services in question."*

The Board agreed this wording.

Action **CLOSED**. (Action 2111-C3.1)

#### **Club/Trust Communications**

Nothing to report.

#### **Seats on Club Board and Positions on Club Committees**

No changes to report - MH and MS remain in post.

### **Development of Trust Capabilities**

Understanding the areas in which we need to develop the capabilities which the Trust Board has or can access will be very important over the coming period. The Board agreed that getting together for a day would be an excellent way to progress the issue.

#### **ACTION 2201-C6.1 - TS/SP/GW/LS to arrange a Trust Board strategy day**

We will update the Trust development slide pack in the light of the results of the strategy day and the skills audit.

Action **CONTINUES**

#### **ACTION 2109-7.5.1 - PM, TS and Adj will advance Trust development slide pack**

### **Discovery TV Programme**

Early episodes of the TV programme featuring Peter Crouch have been broadcast. It would be helpful and appropriate if the work of the Trust were to be mentioned at some point. MS will investigate options.

#### **ACTION 2201-C6.2 - MS will investigate how the Trust can be covered in TV series**

## ***D. OTHER PERIODICAL TOPICS***

### **D1. Objectives**

PM updated the Trust's Vision, Mission and Objectives (slightly). The revised version was agreed. Board members should keep the slides updated re progress against Objectives, without changing the Objectives themselves.

Actions **CLOSED**. (Actions 2109-15.1 and 2111-D4.1)

## ***E. ACTIONS FROM PREVIOUS MONTHS' MINUTES*** *(where not covered elsewhere)*

Action **CONTINUES**.

#### **ACTION 2110-B1.1 - Board to determine how to mark DC's contribution**

TS has passed the Board's thoughts on spectator experience on to BC. The Board noted that the Club's reaction to issues raised following the Billericay match had been very effective.

Action **CLOSED.** (Action 2110-B2.1)

The Board will keep the possibility of using key fans as ambassadors in mind, but recognises the difficulty of making a formal scheme work when attendances are so high.

Action **CLOSED.** (Action 2111-B1.1)

Action **CONTINUES.**

**ACTION 2111-D3.1 - LS to email MH with suggestions about rewarding volunteers**

## ***F. ANY OTHER BUSINESS AND DATE OF NEXT MEETING***

### **Any Other Business**

Nothing to report.

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**Date of Next Meeting: Thursday 17th February 2022 at 19:30 (*note revised day of week and start time*)**

**Meeting closed at 21:20**

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