



## MINUTES (DRAFT)

Board Meeting held: 7.00 pm, 21 August 2018

Venue – The Palmerston (First Floor Room), 91 Lordship Lane, East Dulwich

In attendance: Alex Atack (AA), Alex Smith (AS), Dominic Smith (DS), Duncan Chapman (DC) (Chair), Mel Hughes (MH), Michelle Chapman (MC), Isaac Parnell (IP), Mark Scoltock (MS), Nick Pittaway (NP).

### 1. Apologies for absence

Alex de Jongh (ADJ), Darren McCreery (DM), Mark McGann (MM)

### 2. Agree AGM and July board meeting minutes

The draft minutes from the 2018 AGM were agreed by the board (with input from members of the previous board) and had been published on the DHST website in draft form. The AGM minutes will, as always, be formally approved by members at the AGM in 2019.

The minutes from the July 2018 board meeting were initially agreed prior to the August board meeting and posted on the website. Subsequently some amendments were suggested, which the board had not had an opportunity to review prior to the August meeting.

**ACTION - All board to review the amended draft July minutes and provide any further comments by Friday 24<sup>th</sup> August.**

It was also noted that whilst the minutes of previous meetings had often been posted in good time, they were not always highlighted in all relevant sections of the website, thereby creating some confusion.

**ACTION – Secretary to ensure that all minutes are highlighted in relevant sections on the website when they are posted.**

### 3. Introductions and welcomes to the board

IP was introduced and welcomed to the board following his re-election as he had not been present at the July meeting.

### 4. Reviewing objectives to 2020 and board appointments

The board discussed the need to review the Trust objectives for 2018-2020. DC suggested that both the high level objectives and outputs could remain largely unchanged. The wording of outputs 1 and 2 may require adapting in order to reflect the current situation of the Club. Although the outputs will likely remain unchanged some



additional initiatives were discussed which would feed into these outputs, such as supporting the inclusion of women's/disability football teams within Dulwich Hamlet Football Club.

It was noted that DM had indicated his intention to step down from his position as Society Secretary. A notice advertising the position was sent to all members on 8<sup>th</sup> August. One application was received.

**ACTION (from July) - AA and DC to consider update to DHST objectives to 2020 further and engage with other leads as needed on way forward and provide an update at the next meeting.**

**ACTION - MS to circulate the application received for Secretary to the board, with the intention of confirming the appointment prior to the September board meeting.**

**5. Update by board subgroups**

All members discussed how the recently formed subgroups had been working and how they can work most effectively. Although 'communications' was originally included in the membership subgroup it was proposed that it should have its own subgroup, focussing on strategic communications and publications whilst also feeding into each of the other subgroups.

**6. Membership engagement group**

Following the handover, NP has been familiarising himself with the membership database. He also reminded the board that the welcome letter for new members needs updating.

**ACTION - NP to circulate membership numbers post-meeting.**

**ACTION - NP to speak to Arc (not current board member but IT advisor) regarding WordPress.**

**ACTION - NP to send welcome letter to DC and AA for comments and updates.**

Members have volunteered to help on the Trust's merchandise 'megatable' for all home matches this season. Whilst a number of fans have responded direct to requests for help from the matchday committee, the board agreed that better volunteer engagement would be beneficial and there should be a greater focus on contacting volunteers prior to home matches.

**ACTION (from July) – NP to set up a meeting with the football club committee to discuss logistics and level of volunteer support needed and report back at the next board meeting.**



The Trust ran the first away coach of the season to Bath City on 18<sup>th</sup> August. Feedback from two members who travelled on the coach was considered. It was agreed that the Trust should look to book future coaches as early as possible in order to guarantee the correct size and type. It was agreed that coaches would run to the Truro City, Gloucester City and Eastbourne Borough matches and these would be advertised now using the current price structure. Following these matches, the profit/loss to the Trust of running these coaches would be considered and the prices reviewed accordingly. It was agreed that all profits from the raffle on coaches would be split between the 12<sup>th</sup> man fund and the Club's charity partner Redthread.

AA proposed that any non-board member who runs a coach be offered a free place for the next trip they can make. This was seconded by DC and passed by the board.

Two requests were received from the Football Club's matchday committee with a view to reducing the deficit between matchday income and expenses.

The first was to provide a coach to transport families from East Dulwich to our home game against Gloucester City and the second was to fund some of the matchday operation costs. It was decided that a coach was not a viable option at short notice, on a bank holiday weekend. Instead, a family day is planned for the home match against Chippenham Town on 29<sup>th</sup> September with the aim of encouraging more families to Imperial Fields by providing a number of activities for the children.

The board was generally happy to assist with some of the matchday costs in the short-term in order to maintain a secure and enjoyable environment. IP reminded the board that the Club's 30% profit share from the Trust's merchandise sales was owed for June, July and August as well as the balance for the previous year (the Trust pays a fixed monthly amount to the Club based on past profits; once overall merchandise profits are confirmed at the end of each financial year, a balancing payment is calculated to ensure that the total sum paid to the Club for the year is equivalent to 30% of merchandise profits).

It was agreed that further support should be discussed with those currently in charge of matchday operations. We want to meet to discuss the pressures they are currently funding and try to work out how we can help moving forwards.

**ACTION - IP to pay the Club's profit share for June, July and August 2018.**

**ACTION - AA to arrange a meeting with the Matchday Committee to discuss matchday support.**

IP and PG have had an initial conversation about the 100 Club but will meet again soon to move this forward.

**ACTION – IP to arrange a meeting with PG.**



AA, MC and MH met with Catherine Rose and others from SaveDHFC and Tom Cullen (Club Director) to discuss the need to agree a communication strategy for the next few months. A number of key dates and events were identified in the coming months including media interviews and community activities.

**ACTION – MC to create and circulate communications plan.**

## **7. Community engagement and events group**

AS, MM and MC met with the Club Committee's Community Lead George Parnavelas to discuss their ideas for community events throughout the season. The first confirmed event is a foodbank collection for Wimbledon Food Bank at our match on 1<sup>st</sup> Sept. The Trust offered to provide additional publicity for the day through their social media channels as well as help organise the collection on the day.

George also asked if the Trust can support the mascot scheme from previous seasons. Whilst this would be possible, the board questioned whether the Club could charge for the opportunity to be a mascot - as done by other Clubs.

MC updated the board on the suggestion of forming a Club Welfare Panel and whistleblowing line. Discussions about this are in their early stages but it was agreed that it would be a positive move and the board supported MC's continued involvement.

AS had contacted a representative from Tooting & Mitcham Supporters Trust regarding collaborative marketing in the local area. Unfortunately, Tooting & Mitcham were unable to agree to this due to their currently low attendances and relegation to Bostik South.

Other initiatives centred around the East Dulwich community were discussed including a potential link with the East Dulwich Tavern (coach and drink deal), Family Day for the Chippenham Town home game on Saturday 29<sup>th</sup> Sept and advertising the availability of the soft play facility at Imperial Fields on a matchday.

NP updated the board on the poster partners scheme – a poster was designed and published for August and September's has gone to the designers so will be out ASAP. It was suggested that a QR code could be included on the posters that linked to the Trust website with directions to the ground.

SaveDHFC hosted a quiz night at the East Dulwich Tavern on Thursday 16<sup>th</sup> August. It was a very successful evening with £562.01 raised for the 12<sup>th</sup> man fund.

**ACTION (from July) – NP to send the email addresses collected at Lambeth Country Show to the football club.**



## **8. Club and Stakeholder engagement group**

Notes from the meeting between Supporters Direct, representatives of the Football Club and DHST were circulated prior to the board meeting. Supporters Direct prepared a paper regarding potential Governance structures that could be employed and this was also circulated to the board.

It was noted that Liam Hickey had stood down as a Director from both Dulwich Hamlet Football Club Limited and Dulwich Hamlet FC Shareholdings Limited. At the time of the meeting, Tom Cullen and Nick McCormack were listed by Companies House as the Directors of the DHFC Limited; Tom was listed as the sole director of DHFC Shareholdings Limited. However, the Trust is aware that other people are being approached to join the boards.

A date had been offered to update representatives from the London Borough of Southwark on developments relating to the club over the summer.

It was noted that it had been announced in the matchday programme that Meadow have offered to meet with the Club Directors and potentially other interested parties in September. Given this meeting, AA had not completed the action from last month of contacting Meadow following our letter (27 April 2018).

DC, AA and DM met with members of Bath City Supporters' Society at the recent away match. The meeting was facilitated by James Mathie of Supporters Direct who thought it may be beneficial to discuss their experience of supporter ownership. They provided good insight into their experiences and also advice on the current situation at DHFC and in particular, the most recent share issue. They highlighted the excellent opportunity to invest in the Club through the recent share issue and the potential to offer a community scheme that Supporters' Trust members could invest in. It was agreed that further discussions around this were needed.

**ACTION – AA, ADJ AND DC to discuss the potential for a community fund scheme with Supporters Direct.**

**ACTION – DS to investigate potential methods of fund/share raising.**

**ACTION - DC and MC to investigate previous local fundraising schemes (Herne Hill Velodrome and the Ivy House).**

It was noted that the Football Supporters Federation and Supporters Direct have agreed to merge, following a vote of the membership at the Supporters Direct AGM. It is unclear how this would change our relationship with Supporters Direct, but there appear to be no changes in the short-term.

**ACTION (from July 2017) - DM and ADJ to progress review of the DHST's policies and constitution and report back prior to the next board meeting.**



## 9. Merchandise group

The mega-container will be moved from Champion Hill to Imperial Fields on Friday morning. At present, there is no power available to the container at Imperial Fields, therefore, sales will continue to be made from the mega-table and the container will be used for storage. Contents insurance for the mega-container needs to be sourced and signed off by Friday and public liability must also be considered (although it may be covered by the standard matchday insurance).

**ACTION – DC to investigate insurance for mega-container at Imperial Fields and liaise with IP.**

The order of 160 replica kits has arrived and the invoice needs to be paid within 30 days. These will initially be sold at home matches, but some will also be sent to Purple for online sales. Children's sizes will be made to order and have a 4 week lead time.

**ACTION – IP to pay invoice within 30 days.**

**ACTION (from July) – AS, PG, MC, MM to send MH a 4 digit pin asap so she can set you up on the Airpos online stock system.**

## 10. DHST Comms

Slack has been an effective method of communication for the subgroups. A GMail group has been set up for formal email communication.

Matchday notes were provided for the home game on 11<sup>th</sup> August and have been submitted for the match on 25<sup>th</sup> August.

**ACTION – MC to discuss DHST slot in matchday programmes further with the club and report back at the next meeting.**

## 11. DHST finances and expenditure

An update on DHST finances was not available at the board meeting but IP agreed to circulate following the meeting.

**ACTION - IP to send DHST finances update post meeting**

**To Note:** after the meeting IP provided an update as to DHST's financial position as at the date of the meeting.

As at 21 August 2018, DHST funds stand at £83,449 (cash at bank £44,429; Paypal £2,192; 100 Club funds £36,828).

Significant outgoings since the 18 April board meeting include £11k Payments for stock and merchandise, £1.4k donations to DHFC, £695 12<sup>th</sup> Man donation, £610.52 Postage,



Stationery, IT and EPOS costs, £320 GDPR preparation, £180 other minor repairs and expenses. IP noted that further substantial outgoings were due in late August and September.

A comprehensive update on DHST annual accounts to 31 December 2017 was given at the AGM, they have now been filed and an article will be published shortly.

**ACTION - IP to draft annual accounts article to be published.**

The Trust's potential sponsorship of various items including pitchside advertising was discussed but there was no certainty over what had been confirmed and this had to be checked with the Directors.

**ACTION - IP to follow up on sponsorship agreements with the Club**

## 12. **AOB**

The board agreed to again host the Christmas Social fundraiser for the 12<sup>th</sup> man fund at the East Dulwich Tavern. Thursday 13<sup>th</sup> December was suggested as a potential date but this needed to be checked with the venue.

**ACTION: MH to check availability with the East Dulwich Tavern.**

**To Note:** since the meeting, the date for the Christmas event was confirmed as being on the evening of Thursday 20<sup>th</sup> December at the East Dulwich Tavern.

Date of next board meeting: Tuesday 18<sup>th</sup> September

Meeting closed: 21:37