

## Minutes

**Supporters Board Meeting  
19<sup>th</sup> June 2018, 6.00pm Alicks Bar  
Members, JE, MS, PQ, JB, LS, PM  
Attendees SL, GB**

### Minutes from previous meeting

#### Steward Liaison Staff

Publicity for Steward Liaison officers to fall into a publicity plan for our approach to away fans for the start of pre-season to include; away fan accounts from Blackburn and Wigan last season, the launch of the away family area and away seating for families.

Action: Luke to progress

#### Deaf Supporters Working Group

Actions still to formally complete

Action: MH to invite representative from Deaf Supporters Working Group to next Supporters Board meeting

Action: SL to work with Mark Hughesman to form Disabled Supporters Working Group

#### Foodbanks

James Coppinger participated in a photoshoot for the foodbank on the 21 April. Final confirmation of what the foodbank looks like in 2018/19 still needed.

Action: MH and MOH to confirm final location and what it looks like (eg van/ portable cabin etc)

#### Family Excellence:

PR strategy for family excellence to take place after the world cup, national publications to be targeted with a focus on how clubs can take advantage of the new interest in football on the back of the world cup by targeting families.

Action: LT to work on

#### Supporter Safety Traffic Management

The traffic management issues with enforcement of the one way system around the inner ring seem to have now been resolved, further changes to improve supporter safety around this area including clearer road markings are to take place during the summer.

Action: MH was asked if stewards can move further into the car park to avoid cars blocking up the road as they turn into the stadium.

New Action: Update to be provided by MH electronically

#### Women at the Game

The initiative had moved to the rearranged Bury fixture and had been considered a success, but with further opportunities to grow next year. SL confirmed more activity would take place next season and the initiative wouldn't be a one off.

Suggested dates are: 8<sup>th</sup> September, 17<sup>th</sup> November, 16<sup>th</sup> February, 30<sup>th</sup> March

### Kit Design 2018/19

The kit launch for the 2018/19 kit was confirmed, which would include young children being invited to take part in a small game to publicise the new kit, unaware that the first team players and manager would be waiting for them as part of the launch.

The third kit design competition would involve young people, the competition would help to raise awareness of mental health in young people, with the kit being launched on World Mental Health day on 10<sup>th</sup> October and the third kit sponsor once again being CALM. No further update but MIND and Doncaster CCG have been contacted for their assistance and involvement. /

### That is Why I'm Rovers

SL update: The campaign was still building with stories regularly being added to the website and the # being used regularly, this will continue over the summer months.

Action: This now needs to become a priority. LT to start working up

### In Rovers We Trust

The second fan forum was to take place after the Supporters Board meeting, all Supporters Board members in attendance confirmed they were participating in the Supporters Board.

### Silver Memberships 2018/19

Silver Memberships are on course to finish between 5,500 and 6,000 members depending on how targeted activity and renewals go over the next 8 weeks.

### GDPR

SL confirmed he was pleased with the switch to the new CRM system following the GDPR deadline and issues resolving missing emails had been resolved. Challenge was to now grow the database and a new daily news email will be released at the start of the new season.

### AOB

### Minutes

SL confirmed minutes of meetings were being sent for sign off before going on the website

### Manager Update

GB confirmed that final manager interviews will take place on Monday 25<sup>th</sup> June, which included two candidates for a second interview and another candidate who was unable to attend the first round of interviews. Decision to be made shortly after all interviews had been completed.

GB also confirmed Gavin Strachan had been fully informed throughout the process and had no concerns taking pre-season training until a manager had been appointed as initial work was always fitness based in the first instance.

### **Silver Memberships**

SL confirmed Silver Memberships had continue to go well during the close season and following further renewals and targeted activity over the summer, expected final numbers to be between 5,500 and 6,000, which would be a growth on last season.

### **GDPR**

As part of the GDPR data capture campaign, incentives including £100 of vouchers for Silver Memberships for either the current season or future seasons were offered. Prizes were to be distributed throughout July. Existing Silver Members would be able to exchange their £100 voucher for either cash back on their current Silver Membership if they had already purchased.

### **IFollow**

SL confirmed that as part of the IFollow package next year, supporters would be able to pay to stream certain games, full details to be confirmed following fixture release.

SL also confirmed a weekly review show was being considered for IFollow.

### **AOB**

#### **James Coppinger**

The question was raised whether any activity would be taking place around James Coppinger's 600<sup>th</sup> appearance. It was confirmed the player would have final decision.

#### **Meet the Owners**

A question was asked about Meet the Owners, it was confirmed a Meet the Owners event would be planned for the start of the new season.