Dragons Supporters’ Club

Committee Meeting

Weds 29 Jun 2016 @ 19:00 hrs

Chairman’s Box, Rodney Parade Newport

Meeting Minutes

Present

| **Name** | **Committee Position** |  |
| --- | --- | --- |
| Brad Hayward | Chair/Dep Sec | **BH** |
| Phil James | Dep Chair | **PJ** |
| Ryan Price | Treasurer | **RP** |
| Gavin Potts | Media/Marketing | **GP** |
| Matt Andrews | Committee Member | **MA** |
| Gareth Bailey | Committee Member | **GB** |
| Rhydian Davies | Committee Member | **RD** |
| Morgan Goff | Committee Member | **MG** |
| Richard Hicks | Committee Member | **RH** |
| Christian Hyde | Committee Member | **CH** |
| Daniel Hallett | Sec | **DJH** |

Apologies

| **Name** | **Committee Position** |  |
| --- | --- | --- |
| Deb Hamilton | Committee Member | **DH** |

1. **Chairman’s Opening Remarks**

1.1 The Chair (BH) formally opened the meeting, welcoming the committee

to the inaugural Dragons’Supporters’ Club (DSC) meeting, and thanked them sincerely for the efforts made in numerous areas prior to the meeting.

1.2 BH reviewed the engagement meeting held with the Region, and specifically summarised Stuart Davies’ expectations in terms of an independent organisation, that delivers a composed and professional representation of the Dragons’ Supporters, establishing and fostering a strong bond between the Supporters and the Region. BH communicated his own expectations over the professionalism of the Club’s communications and deliverables, but equally acknowledged the criticality of all Committee members also enjoying the experience, and creating a open, questioning, but welcoming environment for all involved.

1.3 BH additionally stated that the administrative burden of establishing the Club is a significant undertaking, and that these efforts should remain the primary focus for coming weeks, to ensure that the Club has a stable baseline from which to grow and deliver improvement activity across the Supporter Group and the Region.

2. **Apologies - Secretary**

2.1 There were apologies from DH due to unforeseen family commitments.

3. **Minutes of Previous Meeting - Secretary**

3.1 There were no minutes from previous meeting to review for clarity and action updates, due to this meeting being the inaugural meeting.

4. **Review of Committee Structure and Assess Objectives**

4.1 It was confirmed that all committee members’ personal and contact details on start-up documentation was correct, with the forum then reviewing the initially established committee positions. Upon completion of this appraisal the committee ratified the proposed organisational structure, as per the attendee list above, with an agreement for a formal review to be held monthly whilst DSC matures.

4.2 The committee evaluated the produced draft constitution for accuracy and relevance. It was agreed to ratify the document as the formal DSC constitution, with a further review in July 16 to ensure it remained relevant as committee structure, objectives and activities develop. The over-arching objectives for the DSC were acknowledged within the Constitution, with agreement that they were to be crucial in informing all ongoing communications and engagement across the supporters, region and possible partners to the DSC.

4.3 PJ, DJH, RP and BH reviewed the specific individual Terms of Reference (TOR) for their roles, and agreed to the documents being ratified and baselined. Media/Marketing and the Committee Member roles remained outstanding TORs, which BH was to draft for review by next meeting. (**ACTION**)

4.4 The membership of DSC was then discussed, with the Committee evaluating the policy and process for membership. The key tenants of Who? How? and Why? were discussed, with the practicalities of establishing a separate data collection for specific DSC members reviewed, against the already established membership community for the Region. After a thorough review of feasible options the Committee agreed that the specific membership for the DSC was not something that should be introduced at this stage of the DSC’s foundation. The Committee therefore concluded that within the development year it’s brief was to represent all Newport Gwent Dragons (NGD) fans by default, and not offer specific membership to individual supporters. This was to be clarified within the DSC Constitution by BH. (**ACTION**).

4.5 The committee agreed that the Constitution, once completed and signed, was to be distributed through the DSC’s media outlets, for public consumption by the Dragon’s Supporter community.

5. **Treasurer’s Report & Fundraising**

5.1 RP presented his findings to the DSC Committee, with clarification provided on the requirements of financial management as an non-profit, and independent organisation to the NGD. Of the presented options NATWEST offered what the Committee considered to be the most suitable, and RP agreed to complete the necessary action to create this account. (**ACTION**).

5.2 RP was to additionally engage with the Region to establish what ‘start up’ funding was being made available to the DSC, to help cover initial costs whilst awaiting financial support from possible sponsors/partners. (**ACTION**)

5.3 The Committee reviewed the initial start-up costs, and what expenditure would be expected to arise over the forthcoming weeks. A web host vendor was agreed upon for the delivery of the DSC Web Site, with costs hopefully recovered through sponsorship activity. Costs were also to be established for the introduction of a bespoke DSC ‘Player of the Month’ award, which would factor into the first set of accounts to be produced. It was the desire of the committee to present one such award to Andrew Coombes in the coming weeks, as acknowledgement of his service and dedication to the Region. The Committee agreed to finalise this decision once costs had been captured and assessed.

5.4 Concepts and associated costs for bespoke awards were to be investigated by GB, GP & MA prior to the next meeting. (**ACTION**)

5.5 GP provided details on a website entitled easyfunding, which was a method of fund raising through online retail. The Committee agreed that this was something to be reviewed in future meetings, once the Web Site had been launched, and the DSC could advertise or use accordingly. (**ACTION**)

6. **Publicity & Marketing Report**

6.1 The NGD had funded the use of the Regions’ designers to assist with the designs for the DSC’s logo, Facebook, Twitter and website media and branding. BH and GP were to arrange a session with MARKA media, of which an update would be provided at the next meeting. (**ACTION**)

6.2 In order for the branding design to commence it was necessary for the DSC to formally agree on the naming convention of the Supporter’s Club. For efficiency of media and supporter based communications, along with marketing and correspondence, it was unanimously agreed to shorten the name to purely the “Dragons Supporters’ Club”. The Committee confirmed that this bore no relevance to any future or possible changes that the NGD’s may undergo as part of any future ownership package, and was a decision based purely on the requirements of the DSC Committee.

6.3 BH provided the Committee with a demonstration of the newly created Dragons Supporters’ Club Web Site, with the aim being to launch the website formally once in receipt of the requested Media Design work. The Committee unanimously approved the Web Site for use, and it was agreed that BH & GP were to continue developing the site, feeding back to the Committee once completed. (**ACTION**)

6.4 The DSC Committee reviewed the requirement, and current appetite for partners and/or sponsors for the DSC. Numerous engagement activities were underway to gauge the interest of the local community, along with established NGD Sponsors. The DSC Committee agreed that independent 3rd party partners were to be approached first, to increase the number of organisations involved within the Dragons community.

6.5 It was agreed that BH & GP were to engage with Pete Grzonka from the Region, to establish the process/policy for engaging existing NGD’s sponsors such as Tight Five Events. (**ACTION**).

6.6 In addition, BH was to approach the Urban Tap House regarding the Player of the Month award, MA was to discuss appetite for Web Site support with Lenstech. (**ACTION**)

6.7 BH briefed the Committee that initial discussions had taken place with the South Wales Argus, and that Chris Kirwan was keen to assist with the necessary communication and engagement activity. BH was to set up a meeting with SW Argus, and inform DSC Committee on date and Committee attendance. (**ACTION**)

6.8 The Committee reviewed the format and functionality of the FaceBook and Twitter feeds for the DSC, and both were formally endorsed for use by the relevant Committee members. BH communicated that up until the inaugural Committee Meeting the feeds had been basic regurgitation of existing data, but with a team now established was keen for these sites to start to demonstrate some ‘personality’. BH to provide passwords to DH (**ACTION**)

7. **Supporter Match Day Experience & Engagement**

7.1 The DSC Committee acknowledged that once the necessary effort had been expended to set up and mature the Committee, specific focus was required on the integration of the DSC into the NGD match-day activities. BH agreed that this would shortly become the primary focus of the Committee, but due to the time constraints on the forum, would leave this discussion until the next Committee meeting.

7.2 BH, CH and GP briefed the Committee on the current, although due to DSC not being formally launched at this time, deliberately limited engagement with the NGD Supporter Community. The Committee agreed that this engagement between Supporters and the Region was one of the primary objectives of the DSC, and as such was critical to it’s success. The Committee agreed that honest, transparent and regular communications was necessary, to not only allow the DSC to succeed, but to represent the Supporter’s in the manner that they would expect. With the release of the DSC’s social media presence it was hoped that this level of engagement would increase in the coming weeks.

7.3 The Committee additionally reviewed some of the concepts for a formal launch event, with the Regions’s support already offered. The Committee believed that the BBQ Event on the 15 Jul was possibly too soon, with insufficient time for the Committee to prepare. BH suggested that the Committee approach the Region for support with a formal bespoke launch event, with Regional buy-in in terms of a follow-up Supporters Q&A with Playing/Coaching/Management Team. BH to follow up and gauge appetite with Regions (**ACTION**)

7.4 DJH reviewed the feasibility of the DSC sending a delegation to the Joint Supporters Group in Cardiff, and was awaiting further details on how to ensure attendance. The Committee reviewed the requirement and agreed this would be an invaluable opportunity to gain traction with the Supporters’ Groups of other Regions, and that the 2 positions should be filled by DSC Committee Members if possible. BH suggested that if there were a larger contingent of Committee Members that wished to attend, then the total number should travel to Cardiff and be involved in the Pre and Post Meeting discussions. DJH was to update Committee on feasibility of DSC Attendance. (**ACTION**)

8. **Any other business**

8.1PJ reminded the Committee of the importance of ensuring financial due-diligence with regards to the approach to partners/sponsors, particularly with those with extant affiliation to the Region. GP was to ensure this was discussed with Pete Grzonka. (**ACTION**)

9. **Date of next meeting**

9.1 BH suggested that the DSC Committee temporarily Increase the frequency of the meetings in order to get the foundations of the DSC set up, and quickly move onto the more Supporter/Region focussed activity. In addition, the support received from the Region in terms of use of facilities and refreshment was formally acknowledged, with thanks to be passed onto the relevant staff.

9.2 The Committee additionally discussed the aforementioned intent to reach-out across the Region, and possibly hold these meetings in alternative locations across the Region in coming months. As such the date for the next meeting was agreed to be Weds 06 July @ 19:00 in Urban Tap House, Newport. The intent of this event was to update Social Media live, whilst operating within one of the DSC’s possible partners.

*Post Meeting Note (03 Jul 16) - Meeting deferred to Weds 13 Jul due to conflict with Wales vs Portugal Euro 2016 SF, and associated availability of location(s).*

At this point the Chair closed the meeting.

*Original Signed by Sec and Chair*

Daniel Hallett Brad Hayward

Sec Chair

Dragons Supporters’ Club Dragons Supporters’ Club

| Media Forum | Link |
| --- | --- |
| Dragons Supporters’ Club Web Site | [www.dragonssupportersclub.com](http://www.dragonssupportersclub.com) |
| Dragons Supporters' Club Twitter Feed | <https://twitter.com/Dragons_Support> |
| Dragons Supporters' Club FaceBook page | <https://www.facebook.com/DragonsSupportersClub> |
| Dragons Supporters' Club Email Address (will develop individuals) | [dragonssptclub@gmail.com](mailto:dragonssptclub@gmail.com) |