

## DUNDEE UNITED FOOTBALL CLUB SUPPORTERS' LIAISON GROUP

### SUMMARY NOTES 2018/19 MEETING 2

HELD AT TANNADICE PARK ON SATURDAY 29<sup>th</sup> SEPTEMBER 2018.

Present:- Colin Stewart (Chair), David Dorward (DUFC)

Maureen Phillips (Independent), Kelly Ross, Denis McGurk (DUSF), Kay Sieviewright (ULT), Melanie Sieviewright (ULT), Susan Batten (ArabTrust), Mike Barile (ArabTrust), Tom Cairns (DUBC), Peter McBride (DUBC), John Lindsay (Independent), Sid Loftus (Fans Utd), Stewart Haddow (Independent), Ronnie Sieviewright (Independent)

Apologies: Moira Hughes, Graham McLaren (Independent), Blair Loudon (Independent), Steven Drake (Independent), Doug Kennedy (Independent), Linda Fletcher (independent); Stuart Campbell (ArabTrust)

Minutes: Michelle Simpson

Guest Speakers: Jamie Kirk; Joe Rice

- Colin welcomed everyone to the meeting. New members introduced themselves
  
- Club Update:
  - Colin acknowledged a drop in attendances recently. Asked if there were any initiatives planned to increase attendances, it was agreed by the group that performances and results were the only real way to do this, something outwith the remit of the SLG. Any offers involving ticket deals are not feasible this early in the season.
  - Negotiations are taking place around next season's strip to ensure the best deal.
  - The Business Club are looking into funding for a Remembrance plaque to be revealed in the Club reception area on 11<sup>th</sup> November. David Dorward expressed opinion that the Club should fund such a tribute to former players and would bring the suggestion to the Board.
  - Colin gave a Youth Development Board update and explained the purpose of the awareness raising day. Future plans include more fan involvement and donations to support youth development at the club. Attention was drawn to the 50:50 tickets, which are a major source of funds for DUYDB. Suggestions were taken for increasing sales including addressing the location of the sellers, number of sellers and

the possibility of selling at half-time and revealing the winning numbers on the scoreboard.

- A question was raised about the potential American investment. David explained that discussions are ongoing and at a more advanced stage than the previous meeting. There should be a further update at the next SLG meeting and Mike Martin may be in attendance.
  - Sid Loftus asked the question of the Club's current financial situation. It was pointed out that this had been discussed at previous meetings and investment was being sought. The confidential nature of any business' financial dealings means that details could not be shared.
  - A question was raised again about sell-on clauses. As this has been addressed previously, David gave a brief answer and Colin directed the group to previous minutes. He also reminded the group that supporter group representatives can pass information on to their members to prevent the same questions being raised again.
  - Peter McBride raised the suggestion of creating a pathway between Tannadice St and Sandeman St to make walking from the shop to the George Fox stand more convenient. Colin will investigate.
- Community Trust
    - David explained the evolution of the Community Trust and introduced Jamie Kirk
    - Jamie gave a presentation on the current activities run by DUCT. The J-League is now the Junior Academy and a progression pathway to Academy experiences is in place. There has been a noticeable increase in participation levels.
    - Other activities, including Education and Health programmes with schools and Community projects such as Still Game also have increased participation levels.
    - The women's team (DUWFC) are now under DUCT. Their match on 21<sup>st</sup> October will be held at Tannadice and tickets are available at no cost. The group was asked to promote the match.
    - Future aspirations are to create more satellite groups to provide activities across more of the city.
  - Jim McLean Statue Update
    - A steering group has been set up with George Haggarty as an independent Chair.

- The group has met with a sculptor to discuss the process – around £12,000 should be enough to commission a sculptor and the further funds required depending on the size and form of the statue.
- The group are looking into bringing the project under DUCT to access Gift Aid and are gathering ideas for fundraising. Suggestions are welcome.
- Jim McLean's family will be involved in selecting an image for sculpting.
- There is an opportunity for others to join the group if they wish.
  
- Junior Tangerine Update
  - Around 800 children have signed up – compared with around 300 last season.
  - A training session with the first team squad is planned for Wednesday 17<sup>th</sup> October
  - There will be a Christmas party for members later in the year.
  
- Joe Rice – Communications
  - Joe gave a quick introduction and description of the Communications Team as well as an overview of their responsibilities – press releases, social media, publications, media coverage etc.
  - Developments to improve and upgrade the website are ongoing
  - ArabZone membership is around 1100 with around 100 more paying to watch live. Joe reminded the group that the media team are self-sustaining from memberships which is why it can't be incorporated into season ticket prices.
  - A question was asked about finding out why members subscribe to ArabZone and it was acknowledged that more could be done to canvass opinion. Joe pointed out that there is limited uptake from fans for initiatives to encourage fan involvement. Only around 24% open the Weekly Newsletter and fewer than 10 supporters/hour turned up to the shop to meet first team players.
  - The communications department is due to be reviewed soon.
  
- AOCB

- In response to a request from Denis to collate aims and objectives from each group, Sid handed out leaflets from Fans United. Denis has agreed to share the results of his request with the group.
  - Sid asked again for storage for the display flags. Colin agreed to investigate.
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- Next Meeting
    - 3<sup>rd</sup> November 2018 11am