

**Supporters Board Minutes
17th November 2018**

Matters Arising

Communications Update

The club updated on developments to the iFollow Rovers product, which now included an option to stream live games that fall outside of the Saturday blackout window. Match passes for this option were available for £10 and the EFL would be seeking feedback as the season progresses about how this option is being received by supporters. The club confirmed plans to produce a quarterly Club Doncaster publication, which would potentially act as a long term replacement for matchday programmes, should programme sales no longer mean the product is valid.

Update since meeting :

Only games outside of the blackout window are now eligible for streaming, home club to have final say on whether a game is streamed or not. Club have asked for fixtures against Southend and Accrington to be available.

Quarterly magazine publication launched as part of advent calendar pre-xmas, feedback has been positive. The publication will definitely replace the Dons programme during 2019 a decision supported by the Dons fans panel.

In Rovers We Trust

Following the summer fan forums, the club had launched a number of initiatives including a fan park, a quiet room for those with sensory needs and a new real ale.

In addition the club had released a statement of intent, detailing how they would support a number of mental health initiatives over the course of the season, including the third kit design which was ring-fenced for children and young people.

Media exposure of the activities had been high, with Radio Sheffield featuring the quiet room on their breakfast show and in regular slots throughout the day.

AOB

DNA Card Relaunch

Shaun Lockwood confirmed the DNA Card relaunch had been successful and feedback on the new system from supporters was positive.

Programme

The club were asked to review the programme to see if their features on away teams were as extensive as others in the division

Update: Luke Thornhill confirmed our programme was comparable to others seen in the EFL

Improved Signage for away end

The club confirmed they were looking at options to improve signage in the away end to avoid visiting supporters getting lost

Update: Marie Hepburn confirmed new away signage was in place

Memorabilia

The club were reminded that an area for memorabilia was needed following its removal from the Belle Vue Bar

Update: Club will create a new memorabilia area as part of 140th anniversary year

Minutes from previous meeting

Kit Update

The club confirmed the process for the third kit design, which had involved NHS Doncaster CCG, Child and Adolescent Mental Health Services helping to create a booklet which was distributed to supporters, schools and service users. The booklet contained positive mental health messages for the children and young people plus a template to design the third kit.

Hundreds of children took part in the competition, with several shortlisted designs going to the players for the final decision. John Marquis, Andy Butler, James Coppinger, Matty Blair and Tommy Rowe chose the winning design.

The third kit was unveiled and was positively received by the Supporters Board, since then the kit has featured on Soccer AM, Unilad Sports and a number of independent kit blogs/sites. Work the club is undertaking in mental health will also feature in FC Business.

The club aimed to play in the kit in the kit at the Burton game and it was requested if the team could play in the kit against Sunderland in April.

In Rovers We Trust

The club detailed the activity that has taken place since August, including Silver Membership benefits, Fan Park, Women at the Game, Fans for Diversity, Quiet Room, Away Family Area, Paint the Town Red (Viking Ambassadors), Mental Health third kit design, Mental Health - relationship with Mind, Calm, Doncaster Public Health, Inside Rovers.

Exposure for these activities had been quite good nationally, however the club's challenge is still getting to the resident who lives 3 streets away. It was suggested that the Trust, Supporters Clubs and Supporters Board could assist with this.

Lottery/Alliance Product

The club confirmed the Lottery & Alliance products would be merging to create a super draw product of £2 per week

Black Bank Friday

The club suggested that a special season ticket initiative celebrating the club's 140th anniversary would take place on Black Bank Friday and asked the Supporters Board to spread the message so fans would look out for it.