

DUSG Meeting
Tuesday 25th January 2022

Item 1 - Welcome and Intro

Andy and Denis – Foundation
Claire – Arab Trust
Eddie – Business Club
Davie and Scott – Federation
Val –ULT83
Neil – Fans United

All parties want to work together to build an open and honest communication with the club – two-way communication to be the key factor.

Fan Elected Members

John Lindsay – Key on engagement with wider fans that may not be member of any supporter groups. Mentioned US based supporters' clubs may be available to explore.

Duncan Boyd – Would be keen to see the creation of a sensory room/location. Indicated support within the fanbase and several supporters groups.

Item 2 – Club Aims

DUSG meetings should be shaped to communicate with supporters' groups and the wider fanbase and align their strategies with the club. Joining the meetings should be beneficial for all parties and DUSG should be the primary liaison with the club. Denis (Foundation) (and John), advised that turnaround time from end of meeting to minute publishing should be as soon as feasibly possible – within 10 days of meetings.

SLO Role – Colin outlined SLO role which is the contact for all supporters and supporters groups and will liaise with the executive team and feedback through DUSG meetings. Colin is heavily involved with the matchday experience both home and away to provide feedback to the club on behalf of supporters. Working primarily with club media and security teams on issues that are relevant to supporters. Main aim is to build a supporter's services team, headed by the SLO.

Meetings

Parameter of six meetings per calendar year. Andy and Claire mentioned that meetings should be flexible regarding timings. Denis outlined that six might be too many, however, believes having four meetings spread throughout the year with 2 flexible meeting could work.

- Start of Season
- Both transfer windows
- End of Season

- 2x flexible

John would like to hear from several of the club's Executive Team members at DUSG meetings over the year. Claire wishes future meetings discuss season ticket prices are outlined by the club, all other DUSG reps outlined they are keen for this.

Eddie would like to have clarity on what matters the club are seeking DUSG feedback on. This was viewed as assisting the members on agreeing timescales for future meetings.

Published timelines of key events for DUSG reps was highlighted by John who suggested this would help with meeting planning. General consensus was that six meetings per year was best, with some flexibility regarding the potential for date changes.

Denis also highlighted that unscheduled meetings could be requested, if necessary, by the Club or DUSG members.

Third Kit Launch

Denis mentioned 400-piece limited edition shirt and that pre-orders could have been taken and the DUSG never had any input in decision making.

Neil asked what drove the 400 number for limited edition third kit – also mentioned the cost and finance of the sales.

Feedback could have been given by SG's to influence the sales quantity.

Colin highlighted Stuart Bootland was keen for feedback from DUSG groups about club products. Colin will follow up with the club and feedback.

Davie was also keen on having dialogue in between meetings – especially in relation to feedback on decisions made by the Club.

Best Practice

Outlined that club and executives want to be challenged but meetings need to be and respectful. Most members agreed it is not necessary to implement a Code of Conduct for meetings - as all members are represent their members and conduct themselves in a professional manner and are willing to work together. Robust views about the club should still be encouraged/ allowed but directed abuse at individuals from DUSG reps/ members should be taken seriously. Representatives should have standards set by their groups.

John outlined that issues between DUSG's should be brought up in the meeting and discussed and dealt with professionally. SLO indicated the Clubs intention for DUSG meeting to be face to face at Tannadice (including a Zoom link) going forward.

Questions and Take Away Points

Duncan – wants an open dialogue with the club and DUSG reps/ members. Wants supporters to feel valued by having their input and gaining responses from fans.

John – Building knowledge of the DUSG meetings between the wider fan base. FAQ page on the website would reduce workload of fan group reps.

Neil – Sought tangible outcomes from meetings and what DUSG reps can expect back from the club.

Val – Two-way process, club and DUSG should be able to ask questions of each other and what is needed in the relationship.

Davie - Club have to be open and honest on what DUSG can influence decision wise – this was the key point of the meeting as a whole.

Denis – Would like to see examples of other SLO success, what have similar clubs done with supporter groups and what has worked with promoting the group and the groups success. Understand that some decisions can't be made, but an explanation would be necessary. Wants to show the success of the DUSG and SLO. Could scoreboard be used to raise awareness.

Eddie – What the club will come back to DUSG on – want clear guidelines of what SLO and DUSG can communicate. Fan interaction is key and wants to build trust and relationships with media side of the club as well as executive teams.

Claire – DUSG should not be a tick box exercise – what can DUSG actually achieve.

John Lindsay – Is happy to be contacted on matchdays in person. Also asked regarding a smoking area for half time that I brought up on behalf of a supporter who contacted me on social media. SLO feedback was that the club wasn't looking to encourage smoking.

Eddie #UnitedTogether should mean something –. Club should be pushing DUSG across communication channels.

Neil – stadium concourse should be cleaned up and club content should be discussed with at DUSG meetings

Duncan – DUTV not being utilised to full potential. Retail social accounts have not been updated – if these are not going to be used this should be outlined by the club. Tannoy system in most areas of the stadium needs work.

Denis/ Claire – Club listening, sharing and acting. Highlighted food and stadium facilities should be discussed with the club via DUSG forum.