



MSC Open Meeting

Wednesday 4th July 2018

'Arry's Bar, The Den

MSC Attendees:

Kathryn Gale (KG), Michael Avery (MA), Danielle Lake (DanL), Tom Gale (TG), Teddy Bellamy (TB), Chris Hartup (CH), Harry Cooper (HC), Dave Lane (DavL)

MSC Apologies:

Ayse Smith (AS), Wayne Stoneham (WS)

Points Raised

- 2018/19 season is where we can try new things to see what works and what doesn't
- MSC is now totally independent and not reliant on the club for money
- Not many people knew the MSC existed. The key thing is to have fans participate and to communicate effectively
- Fans need to know what's in it for them and this may dictate the level of membership and how much membership costs
- Could we consider group memberships/family memberships etc?
- As a group we need to determine what we want to achieve then we can invite fans to comment on how we can improve their matchday experience
- We need to also consider what we can do for the Board as well as the fans
- Sometimes there is an overload of information on social media and the real message gets lost. We need to ensure our messages are concise and relevant
- Our messages will take time to get across as messages used to irrelevant and ignored. We are now starting to see a change and are getting more hits on social media, retweets etc.
- Fans may not come to club for forums etc. but may attend if something is held in their local areas and hotspots



- Social media can be a revenue source if properly run
- Away travel is a huge issue for fans and may be a priority for us. The MSC could make a profit if we managed the away coach travel as there is always a demand for this
- Relationship with the club and CEO has improved and we are regaining their trust
- Could we get ancillary services to attend a future meeting?
- Could we arrange raffles?
- People in different stands may have a different matchday experience and may want different things
- Need to understand the dynamic of our supporter base so we can tailor our messages and better understand how we can improve their experience
- Our first message in the programme should deliver our key messages and make people want to participate
- Now is the time to think about Christmas
- MSC should be visible and easily recognisable on matchdays – use the blue bus, maybe have a stand?