

MRG Meeting 3

DATE	LOCATION	START TIME	END TIME
29 January, 2025	AUFC Boardroom	5:30PM	7:00PM

KEY MEETING INFORMATION

ATTENDEE LIST / RESPONSIBILITY

ATTENDEES REQUESTED	ATTENDANCE	RESPONSIBILITY
Joe Aylward (JA)	Attended In Person	Meeting Chair
Nathan Kosmina (NK)	Attended In Person	Club Representative
Tori Dodd (TD)	Attended In Person	Club Representative
Paige Shepherd (PS)	Attended In Person	Minutes
Kate Russo (KR)	Attended In Person	AVM Representative
Antonios Pagonis (AP)	Attended In Person	N/A
Brian Warner (BW)	Attended In Person	N/A

Benjamin Hampel (BH)	Attended In Person	N/A
Carole Strong (CS)	Attended In Person	N/A
Will Henry (WH)	Did Not Attend	N/A
Megan Williams (MW)	Attended In Person	N/A
Edward Cottle (EC)	Did Not Attend	N/A
Megan Scott (MS)	Attended In Person	N/A
Robby Anderson (RA)	Attended In Person	N/A

AGENDA

AGENDA

5.30pm | Arrival of Members

5.35pm | **Meeting Commences** – Chair to open

5.40pm | Update on Action Items from previous meeting.

5.50pm | Facebook Page Discussion

6.00pm | AVM Presentation – Kate Russo, General Manager AEC & CS

6.10pm | Infrastructure challenges with larger crowds

6.20pm | Safe Smoke Challenge

6.25pm | Resolution on double header upgrades

6.30pm | Crowd interaction strategies – getting louder

6.35pm | Merchandise suggestions

6.40pm | Security & shirt-lessness

6.45pm | NPL coverage

6.50pm | Loyalty Program & Seat Return update

6.55pm | Any other business

7.00pm | **Meeting Concludes**

CURRENT MEETING AGENDA | 05/12/2024

AGENDA ITEM	STATUS	NOTES	ACTION ITEMS	LEAD
Update on Action Items from previous meeting.	Approved	Inappropriate crowd behavior – MRG raised concerns about crowd behavior for MV and general issues in the Southern End. The Club responded that the MV match was the largest away crowd since before Covid and there were evictions, but no major issues reported. Each year, the Club and AVM review and update safety protocols to improve the stadium’s experience.	NK & KR look review incident reports from recent matches.	NK KR
Facebook Page Discussion	Not started	JA asked what the best way is to communicate the MRG’s information and meeting minutes to members. TD suggested that the Club could send a standalone eDM to all members which is specifically focused on MRG updates. This	AUFC Media trial a standalone eDM which will be MRG specific as a member exclusive.	

LEAGUES

		can include a link to the MRG request form and a link to the meeting minutes, which would be available for members to view on the Club's website.		
AVM Presentation – Kate Russo, General Manager AEC & CS		<p>KR presents on behalf of AVM. Sharing that the relationship between AVM & AUFC is in the best spot it has been. She highlighted the CEO's strong advocacy for the Club, which has had a positive impact over the past 12-18 months.</p> <p>MRG Feedback and Concerns:</p> <p>Food & Beverage: Noted that during busy games, food & bev lines are long. Specific issues include:</p> <ul style="list-style-type: none"> - De-canting drinks - Drinking water access - Zero alcohol beer - Northern end F&B lines <p>Eastern Stand Issues: - MRG feel there is a lack of usher direction in the Eastern Stand. KR responded that the ushers have been briefed and will be reminded before each match that only reserved seat ticket holders can access these bays. NK also</p>	<p>TD & KR to investigate more signage for reserved seats in the East.</p> <p>KR check bar opening times.</p>	<p>TD KR BW</p>

LEAGUES

		mentioned that the Club will explore the option to expand the area again so it is all reserved.		
Infrastructure challenges with larger crowds	In progress	Addressed with Kate in previous agenda point.	N/A	N/A
Safe Smoke Challenge	In progress	MRG expressed concerns regarding safe smoke generators. TD explained that approvals have been put in place and cleared by the stadium and league to use Safe Smoke Generators. The Club has updated procedures and now includes a disclaimer message on the screens around the stadium 10 minutes before any activation and will include a section in the match day guide which is posted 1-2 days before match day.	N/A	N/A
Resolution on double header upgrades	In progress	MRG shared feedback regarding double headers and the lack of shade during kick-off time. NK pointed out that opening the Western Stand has become challenging, as member attendance is at an all-time high and most of the seats in	The Club is to switch western stand to GA seating as the ALW is after the ALM. 8 th of	JA TD NK

LEAGUES

		<p>the stand are already reserved or sold to ticket holders.</p> <p>The Club has proposed trialling a lower-cost upgrade for members, allowing them to pay to move to the West, however as seats are usually sold out for most matches, offering free upgrades is difficult.</p>	<p>March</p> <p>TD will come back to the group as it can take some time to build this upgrade as a product. Aiming to test for the double header on the 15/02.</p>	
Crowd interaction strategies – getting louder	In progress	MRG would like to explore the option of utilising Jarrod Walsh to increase crowd engagement. They suggested that Jarrod could help lead chants before and after the game, as well as when a player kicks a goal.	Red Army set up a meeting with Jarrod Walsh	RA
Merchandise suggestions	In progress	<p>General suggestions:</p> <ul style="list-style-type: none"> - Long sleeve shirts/kits - Bucket Hats 	NK review with Merchandise Coordinator	JA

LEAGUES

NPL coverage	Approved	AUFC media team are working very hard & covering as much as they can. With winning comes more to inform members/fans about. NK said the club will try to promote NPL more, suggesting a social media post or a link in the newsletter.	Promote NPL games as they are always live. Members get free entry	NK
Loyalty Program & Seat Return update		<p>TD informed the group that the loyalty program is going well. We are in the process of sending an update on points earned throughout the season. A form will be added if a member has any issue around scanning or are concerned that their points don't add up. The team are already thinking of improvements for next year.</p> <p>Seat return is working well however we would like to see more members returning if they aren't using their seats. Return rates are at 98% successful.</p>	N/A	TD
Any other business		<p>Street Party - AVM and the Club are on board and suggested Good Friday would be a great test for this on Mary Street.</p> <p>The heat at Marden - MRG expressed that members would like to look into Service FM for the next season. NK noted this.</p>	RA coordinate a meeting for the Street Party.	

LEAGUES

		<p>MRG received feedback that the A-League app is not great, specifically the fixture is not in the correct order.</p> <p>Safe Standing protocols - are there any limitations? KR recommended sending a text to the line or notify security and they will help move people along if it is too crowded.</p> <p>Scanning issues have been looked into by AVM and the Club post MV round. They confirmed that Auckland ran very smoothly.</p>	<p>JA to bring up feedback at the next FRG meeting.</p>	
Meeting Concludes		Meeting closes at 7:06pm		

AOB / ADDITIONAL NOTES |