

Monthly Nordecke Board Meeting Agenda January 18, 2024

Present:

Katie Sherer (Chairperson)

Chris LaMacchia (Communications Director), Natalie Gallagher (Communications Deputy), Kaitlin Francis (Social Media Content Coordinator)

Heather Giles (Community Director)

Brandon Starkey (Creative Director), Nick Chernick (Creative Deputy)

Scott Spencer (Matchday Experience Director), Norm Groves (Matchday Experience Deputy & Nordecke Drum Corps representative)

Kourtney Sullivan (Matchday Operations Director), Joey DiNapoli (Matchday Operations Deputy)

Brad Holloway (Merchandise Director), Allison McKinley (Merchandise Deputy)

Bud Tyler (Travel Director & Treasurer)

Ryan Wilber (Partnerships Deputy)

Cara Grigsby (Secretary)

Next meeting: February 1st

Announcements:

1. Treasurer's Report

2. Old Business

a. Board Member Discussion

i. Comms team:

1. Natalie Gallagher is staying on as Deputy
2. Kaitlin Francis is staying on as Social Media Coordinator
3. Brian Klein as Webmaster
4. Chris is hoping to bring Blaine Dearth on as a messaging/strategy consultant.
5. Cara Grigsby is no longer part of the Comms team due to the Secretary role being independent per current bylaws and elected per pending bylaw update

ii. Allison McKinley will be Merchandise Deputy for 2024.

iii. Caitlin Durham will be Bud Tyler's Senior Leadership assisting with Treasurer duties

iv. Nick Chernick will be Creative Deputy for 2024.

v. Tyler Kendall will be Game Day Operations Deputy for 2024.

vi. Norman Groves will stay on as Game Day Experience Deputy.

vii. Ryan Wilbur will stay on as Partnerships Deputy.

viii. Heithem El-Hodiri will be Community Deputy for 2024.

b. Bylaws Update

- i. Discussions about how voting on the amended bylaws will work as well as the best way to make the proposed changes accessible to the membership so that they can vote on them properly. It was also stressed that not a lot of things in the bylaws were changed; they were basically cleaned them up and reorganized so that they made more sense. The biggest changes are to the Secretary and Treasurer being elected positions rather than appointed positions and the changes to Board Member term length.

3. New Business

a. Board Member Code of Conduct

- i. This was a valid callout at the Annual General Meeting. It was expressed that being in good standing with the Crew/MLS is already spelled out in the bylaws. The need for a more specific Board/leadership code of conduct is imperative.
 - ii. Plans were made to continue this conversation in Slack, where the group can make suggestions of items to be included in the Code of Conduct.
- b. **Board Member Confidentiality Agreement**
 - i. Planning to utilize wording already in our bylaws. This is something else that is imperative to get put in place as soon as possible.
 - ii. This will include elected Board members as well as deputies and other senior leadership that are in the various Slack channels that are deemed confidential.
- c. **Member Education**
 - i. There have been a lot of accusations and assumptions thrown around about how funding works for the organization.
 - ii. A lot of the membership and community tend to get the section and the organization confused.
 - iii. We want to find a solution to this, but in a creative and engaging way. Norman suggested getting more Board members out there on the various podcasts to simply talk about the different aspects of the organization.
 - iv. A topic that needs to be revisited with the FO about the informational table they once proposed letting us have.
- d. **Monthly Meeting Reorganization**
 - i. It was agreed as a group that the first Thursday of the month seems to work for the majority.
 - ii. Chris suggested potentially moving the meeting venue to a different public space every other month.
 - 1. Natalie brought up that most public libraries close at 8 or 9pm, so we'd have to be extremely mindful of the time we use during meetings.
 - 2. The location change discussion seemed to get tabled with no definitive resolution. We did, however, reiterate that the day and time of the monthly meetings needs to stay as consistent as possible.
 - iii. There has been a call for more transparency from the Board.
 - 1. Kourtney suggested having an agenda for the public portion of the meetings so that there is not so much pressure on the public to get the conversation going.
 - 2. Allison brought up that when Ethan was on the Board, there was no private portion, there were just parts of the meetings that the public weren't allowed to vote on.
 - 3. Chris brought up the need for confidentiality when it comes to certain FO conversations but suggested sharing an agenda for the public to see what the Board and senior leadership discuss in the Executive session. He also stressed need for improvement with publishing meeting notes/recaps for the public to read.
 - 4. Norman suggested opening up a portal of some kind to get questions, etc submitted by members who can't attend the meeting, but still want to be part of the conversation. Natalie said that based on survey results, people typically said they didn't feel like they were part of the meeting if they did it that way.
- e. **Supporter Group Engagement**
 - i. First, we need to decide how we define a Supporters Group.

- ii. It was also asked, “What are the benefits of being a registered Supporter Group in the Collective?”
 - 1. The two main points were advocacy with the Crew FO and access to the Tifo space.
 - 2. Also mentioned were social media collaboration, general advice and mentorship, and the availability of other Nordecke resources as needed - such as the website for merchandise sales.
 - 3. Since the Crew only recognizes the Nordecke as an Official Supporters Group, the Nordecke can be a liaison between smaller SGs and the FO as needs arise.
 - 4. However, the Board will always actively advocate for the membership as a whole and not favor one group over another or over individuals.
 - iii. For tangible benefits of individual membership, other than single-game tickets and Nordecke Membership Merchandise, items mentioned were parking pass access, entry into ticket lotteries, and access to Tifo Space and materials.
 - iv. There are many intangible benefits of being an individual member that all speak to supporting the organization and community.
 - v. Kourtney suggested that instead of it being the Supporter Collective, maybe it should be referred to as a Supporter & Fan Collective, to reflect our many members who belong to The Nordecke without also being in a member Supporter Group.
- f. Tifo Space Utilization**
- i. Anything that happens in the Tifo Space needs to be approved by Brandon. He has reclaimed keys from almost everyone. Kourtney to give her key to Nick.
 - ii. Brandon is also bringing rail banners and two-sticks back under the Creative umbrella as a way to keep everything more efficient and streamlined.
 - iii. Brandon asked Norman if drums were coming to the Tifo Space for repair. Norman is unsure at this time but is less worried about them being in the drum closet at the stadium since they are at least protected from the elements.
 - iv. Brandon discussed needing a good portion of the space for the creation of the Crewsma tifo, so we all need to work together to share the space, which is possible.
- g. Ticket Plan from The FO**
- i. It was asked if the Board thought about giving a general update back in August to gain leverage with the FO. It was also asked why the Board didn't just say that the contract ended. The Board admitted that it could have been handled better than it was, in many ways. They also thought that the conversations were going to be had much sooner than 5 months later.
 - ii. Chris stressed that he feels the Board needs to push back with the FO on the 24th as there's not enough time to activate a new plan and any changes should be made for the 2025 season.
- h. 2024 Merch Kits & Launch**
- i. Shot glasses, socks, koozie, and an enamel pin.
 - ii. 500 merch memberships available.
 - iii. 2024 memberships go on sale February 1, 2024.
 - iv. Membership sales will close at the final whistle of the match on Decision Day this year. We will announce this throughout the season so that it does not get called into question later in the season.

- v. Brad & Allison briefly discussed plans for the season and wanting to release merch multiple times throughout the season as well as a partnership with Supporter Supply that will be a Nordecke exclusive line of apparel.
- vi. *Brad motioned that the prices be \$25 for the saver membership (no merch) and \$35 for the standard membership. Chris seconded. (9 yes/0 no motion passes).*
- i. **Supporter Summit** – Dates proposed are 2/15 & 2/16.
- j. **Crewsmas Eve & Crewsmas**
 - i. Ryan said there have been talks with Ruby's to host a Crewsmas Eve event again, but there will need to be changes in ticketing to get into the event versus a cover. We also will want to push our other partners that do Crewsmas Eve events.
 - ii. **Sunrise Toast** – Need to find out if Dr. Pete will be providing the champagne again this year the same way he did last year. Duck Donuts willing to donate donuts for Crewsmas morning as well.
- k. **Partnership Topics to Highlight**
 - i. Dave & Busters in Polaris for a Nordecke Night Out in February.
 - 1. 2/10 & 2/17 proposed dates. General consensus seemed to agree on 2/10 being the better date, if Dave & Busters is available.
 - 2. 4-7pm will be the time requested for both dates
 - ii. Seventh Son still on Board to be a partner of ours for the 2024 season and host quarterly Town Hall events.
 - iii. Ravi & Ryan would like to have a game plan for the entire season to spell out who our beer partners will be for each tailgate and who will host which away watch parties so that we are not scrambling week by week to make plans.

4. Other Committee updates

- a. Matchday – Scott is hopeful that there will be a rejuvenation of Project Jukebox in 2024!

5. Closing