

Nordecke Board of Directors Meeting Jan 18, 2024

Leadership Attendees:

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)

Public Session Attendees:

Ethan Hatcher, Isaac Wong, Aidan McBride, Brent Miller, Christian Durand, Jenn Gorslene, Scott Gorslene, Derek Durham, Sara Yahl, Anne Marie Dennison, Todd Davis.

Public Forum

Q: Derek Durham expressed concern for the plans surrounding All-Star week.

A: Heather gave a rough rundown of what she, Ravi and Ryan have been working on, essentially a soccer Comfest, to let people experience soccer culture and not plastic soccer culture. Plans are still in the works, but there have been conversations between us and the parks department. They're genuinely interested in supporting us.

Q: Todd Davis asked "what are the chances of us getting more of the North Lot for the 2024 season?"

A: Chris said we were told we would get more space this year, but we can't promise what we can't promise. The board also wants more space and will continue to push the FO on the subject.

Q: Someone asked how often the board meets with the FO.

A: It's typically once a month, but the last FO meeting with the Nordecke board was August 17, 2023. Brandon went over the fact that while there hasn't been a formal FO meeting, we still have various avenues of communication with various individuals within the FO.

Our set cadence for 2023 was once per month, but the last meeting was August 17, 2023. No pre-scheduled monthly meetings have occurred since. Brandon clarified that while there hasn't been a formal FO meeting since August, there are avenues of communication with various individuals in the FO, and multiple ad-hoc meetings have occurred to discuss specific events (playoffs, ECF, Cup Final, etc).

Q: Todd Davis asked if the Nordecke will be selling single game tickets for the 2024 season.

A: Katie said that there will be single game tickets available, but at this time, we do not know if they will be available through the Nordecke. There is a meeting tentatively scheduled for next week with the FO and the Nordecke board regarding this situation.

Q: *How can we better educate people about what The Nordecke does, or where can we direct people who want to get involved but don't know where to start?*

Discussion was had regarding the possible video series that has been thrown around as a way to inform and educate the membership on the various areas within the organization to get involved in. Other ways to get information out to get people involved were shared amongst the group. Especially the members that don't typically sit in the section. Ryan highlighted some of his goals within the Nordecke this season to get the local members involved in various in person events and getting everyone more engaged with other supporters.

The group agreed that the way 'Wise Men' happened at the opening of the MLS Cup was the preferred method. To hear the entire stadium *wailing* together gave a 12th Man Advantage.

Chris thanked everyone, especially the first timers, for coming out. Asked for feedback from a few individuals.

Q: Anne Marie asked if it was possible to move the meetings to various locations around the city to possibly make it more accessible to other people.

A: A lot of people agreed that it is a good idea and definitely worth exploring further for the 2024 season meetings.

Q: Someone asked if there was a plan for funding if tickets are not available for the organization to sell this year.

A: The board answered that, yes, there is a plan to offset the funding, but at this time, we still do not have an answer as to what is happening with single game tickets. We are prepared to fight and push back if it comes to that.