

Nordecke Board of Directors Meeting Feb 1, 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), Derek Durham (Matchday Operations Team)

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

Bud Tyler (Travel Director & Treasurer), Kevin Clark (Travel Deputy), Caitlin Durham (Treasurer Deputy)

Ravi Pandey (Partnerships Director), Ryan Wilber (Partnerships Deputy)

Cara Grigsby (Secretary)

Public Session Attendees:

Jake Hammond, Anne Marie Dennison, Andy Hubbard, Emily Kegg, Kaitlin Kegg, Todd Davis, Ethan McKinley, Darren Van Paris, Ashley Howard, Isaac Wong, Brent Miller, Nathan, Ethan Hatcher.

Public Session: 6:00pm-8:00pm

The Board of Directors moved updates from the Exec session into the Public session.

Tickets:

Kourtney started things off addressing the ticket situation. She stated that there are a few different options that the board must weigh and decide which direction to go, but it is less than the 400 tickets that we have had in the past. If we do get single game tickets to sell on Nordecke.com, they will only be available for purchase by Nordecke members. The options will be discussed during the executive session tonight. Someone asked how many tickets they are looking at getting from the FO. The board stated that that will be determined by the agreement reached between the Nordecke organization and the FO.

Katie commented that it's a delicate line the board is walking with the FO. If they get too aggressive with their approach, they run the risk of causing the FO to shut the entire thing down. Someone asked if the Nordecke organization will sell the tickets under dynamic pricing and Bud explained that we will set the price based on what we pay for them from the FO, so yes, it will be "dynamic", but nothing dramatic. Tickets from Nordecke.com will be cheaper than purchasing them from Ticketmaster. It was reiterated that single game tickets will only be available for sale to current Nordecke members and memberships will be for sale until Decision Day in October.

Gameday:

Kourtney discussed a call she and Scott had before the board meeting. The FO wants the “Freed From Desire” moment to be recreated during game day. The song cannot be used because of copyright rules. The general consensus seemed to be a solid meh. It seems manufactured and the majority want nothing to do with something like that.

Q: Chris asked what we as senior leadership can do to repair the damaged relationships with the members.

A: Transparency and communication.

Meeting Spaces:

More discussions were had about other possible spaces for meetings (libraries & bars were the most popular ideas). Andy suggested using FO controlled space & Chris said “over my dead body.” He said he told the Fan Council the same thing when they were getting started – that using Crew-owned spaces for meetings hinders maintaining independence.

Discussion:

Frustration was expressed about not getting information from the Nordecke organization. Quite a few ideas were thrown out about communication avenues as well as the best way to get all of the SGs involved with the collective for planning/supporting purposes.

Tailgate:

Kourtney shared that there will be the same amount of space for Supporters HQ for the 2024 season. Kourtney proposed the idea of allocating 1-2 parking spaces to each SG to make sure they have representation at each tailgate. Allison said that would be great and she would pay for every pass for 2024 up front to be guaranteed a spot at every game. Discussion to take place about how parking passes will be dispersed. We discussed ideas on how to make sure the tailgate feels more inviting and less intimidating to new people.

Merchandise:

Beanies go on sale on Monday 2/5! The hope is to have them in by the week of Crewsmas and dispersed/shipped by Crewsmas. As of the board meeting, we were half through our stock of merch kits. There will be different merch options available each month. A blanket, hoodie, & gloves are all options they’re looking at as well as ways to incorporate tifo designs into merch options.

Community:

Heather is looking to put out a community survey soon to get an idea of the interest in various causes, etc that members want to see us collaborate with.

Gameday:

Scott is determined to resurrect Project Jukebox. Conversations are in the works to bring it back this season.

Partnerships:

Ravi gave a quick run-down of upcoming events:

- Nordecke Night Out at Dave & Buster’s Polaris 2/10 4-7p (Must Register!)
- Nordecke Bingo 2/21 @ Endeavor

- Crewsmas Eve at Ruby's; bands needed!
 - Allison has a band in mind that she reached out to during the meeting.
- Partnerships is hoping to partner with more restaurants and coffee shops this season.
- Ravi is hoping to plan a Crew Trivia Night, Kourtney suggested Steve Sirk as the trivia host.
- More family-friendly spaces are hoping to be utilized for more watch parties this season.

Travel:

Bud reminded everyone that there is a NorOnTour Interest Survey out until Monday, February 5th. The responses he gets will help him decide which direction to go in for planning purposes. He's already working on getting quotes for busses, hotels, etc.