

NORDECKE BOARD MEETING AGENDA

Location: Tifo Space (3201 Alberta St)

Date: March 7, 2024 at 6:00pm

Attendees

Katie Sherer (*Chairperson*)

Chris LaMacchia (*Communications Director*), Kaitlin Francis (*Social Media Content Coordinator*)

Heather Giles (*Community Director*), Heithem El-Hodiri (*Community Deputy*)

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*)

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

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

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

Cara Grigsby (*Secretary*)

Brent Miller, Isaac Wong, Sara Yahl, Brian Lenoy, Anne Marie Dennison, Cor.

PUBLIC SESSION

I. ANNOUNCEMENTS

II. DIRECTOR/COMMITTEE UPDATES

a. Chairperson

- i. **Bylaws for public review** – Hoping after this stretch of home games, the bylaws will be out for people to review before we put them to formal vote.

b. Communications

- i. **Lottery logistics** – Natalie expressed previously that ticket lotteries should fall under Gameday responsibilities. Scott Spencer & Trent May will be handling ticket lotteries this season.
- ii. **Ticket release dates** – March tickets all for sale on the website. Discussions were had about when to release the remaining tickets for the rest of the season. *Kourtney motioned that we release tickets two months at a time up until the All-Star Game & then release the back end of the season. Brad seconded. (8 yes/0 no) motion passes.*

c. Community

- i. **Community partners page on website** – Brian Klein is working on building a community page for the website to help broaden our reach with the public. Heather has reached out to 19 groups so far, waiting for responses. Including but not limited to West Virginia Hospice, CRIS, Gladden House, Adaptive Sports, Ohio Hospice, Central Ohio Special Olympics, American Red Cross, Nations Cup, Dress for Success.
- ii. **Community events** – Working w/ Ravi to also partner with Whistle & Keg to have a charity partner for their home match karaoke events. Heather asked the group what the membership wants to see the Nordecke get involved with, within the community. (Pride parade, Doo Dah, Pelotonia, 5ks, etc.)
- d. **Creative** – No updates as of the March board meeting.
- e. **Gameday** – Banners going up and down takes a lot of time. If we don't have the volunteers to help take them down at the end of the night, they aren't going to be able to go up. It's not fair to the same group that always stays, stadium security, or Ty. This sparked a discussion about whether the banners will be going up on Saturday due to the weather. It was decided that a decision would be made by 7pm Friday evening, the night before the match. Discussions were had about extending the ribbons that are in the stands in the upper section down to the lower section for different games throughout the season. Concerns were raised that people would think parts of the section were blocked off and/or people will mess with them and ruin them. This is still in the early stages of planning, Kourtney just wanted to put it out there to the group as a coming attraction.
- f. **Merchandise** – in very early talks with other apparel/merch providers outside of SuppCo, brainstorming a subscription box option at some point this season. We've sold out of the second round of membership merch kits & will likely be ordering another 250 kits.
 - i. **Gaming tournament** – early-stage brainstorming/planning a gaming tournament playing the game formerly known as Fifa, possibly during All-Star Week.
- g. **Partnerships**
 - i. **New partnerships** – Pedal Wagon. Echo Spirits. Urban Artifact More info coming about Pedal Wagon soon. Also looking at doing Crew Trivia in April at Bobcat's Bar in Grandview. Ravi put the ask out about a trivia host. Katie suggested Liam, Kourtney suggested TK.
- h. **Travel**
 - i. **Upcoming travel** – No formal trip to Charlotte, there is a hotel link arranged that is available on the website. Mecklenburg Massive will be hosting pre-game events again, details coming soon. Nashville is a full bus trip. Leaving 6am Saturday, back 7-8pm Sunday. Package and other details are available on the website.

III. OLD BUSINESS

- a. **Upcoming Board Meeting Schedule & Locations** – If we're going to use libraries, we have to book them 3-6 weeks ahead of time. Natalie has booked May 2nd, Main Library 6-9pm. We need to just plan out the season at once. We also have conflicts for

normally scheduled board meeting dates: 6/6, 7/4, 10/3. The dates are still being discussed & will be announced once the dates are nailed down.

- b. **Ticket Resource Page** – Ryan's idea to have a spot on the website where all Nordecke members can go for a ticket exchange as a way to compile it into one location verses multiple (Slack, Facebook, Discord, etc.), no update at this time.
- c. **Informational Video Series** - No major updates this month. Focus was on Crewsmas Eve & Crewsmas.
- d. **Open Floor Questions/Concerns** –

- i. Emily Kegg sent questions to Cara to ask since she was unable to attend the meeting.
- Q:** Will the proposed amendments be a blanket pass/fail or will each amendment be voted on separately?
- A:** It will have to be a blanket pass/fail because there are a lot of changes we can't separate out each one individually.
- Q:** Will each proposed amendment be highlighted and explained individually for those who are new and unfamiliar with the current bylaws?
- A:** We will highlight the major changes, as we have always intended. We won't be highlighting every single change due to a lot of it was formatting, font, grammar, punctuation, etc. We will provide copies of both the old bylaws & the proposed bylaws for review to see the modifications that have been made.
- Q:** When will the new amendments be available to voters to review?
- A:** We don't have a specific date, but after this stretch of home games, we will be able to have a better timeline.
- ii. **Q:** Brent Miller asked what the necessity of the executive session is since it seems by the minutes that both sessions seem to cover a lot of the same topics.
- A:** Heather explained that the executive session is when we determine finer details of proposed initiatives to bring to membership for review, discuss confidential, not-yet-for-public information from the FO, pricing & numbers, etc.
- B:** Brent agreed that all of that was fair, but this has a lot to do with the trustworthiness of the board. He feels that the things Heather mentioned are not things that the general members should be barred from knowing and should be allowed in the room when these things are discussed, even if they can't vote. He challenges the board to discuss going back to the format that was used previously where there's no executive session.
- H:** Heather said that most board meetings have executive sessions because there is privileged information being discussed. Brent said that historically, that wasn't the case. The board countered that with the growth of the membership has to be taken into consideration.
- It was explained that the executive session could be better described as a "senior leadership planning session" rather than an "executive session".
- iii. CopyBrava brought up concerns about the price increase/dynamic pricing happening for Crew 2 games. Last season they were \$10 a game & \$10 to park at HCS. Compared to other teams across MLS NextPro being lower cost and/or free. CopyBrava is asking if the Nordecke can lobby for \$10 tickets and/or kids getting into game for free.

EXECUTIVE SESSION

IV. NEW BUSINESS

a. **Leadership Code of Conduct revisions and Disciplinary Committee formation**

Heather motioned to amend/restructure the Code of Conduct due to an incident involving a member of senior leadership at the 2/24/24 game.

The order we wrote things in is very murky. It talks about the things that will happen, but not what the process is to enact the consequences of any actions that violate the CoC. Heather reorganized the disciplinary section so that is clear what steps need to be taken.

Changes: **“Upon a notice of a violation of the code of conduct the board of directors will create a disciplinary committee. The committee will consist of 5 members including one current board member, one former board member and three dues paying members. The committee will not be a standing committee and investigations and sanctions will be managed on a case-by-case as follows...”** Chris seconded.

Discussions were had about how the committee members would be chosen since it was never defined. Allison suggested using an online randomizer to gather a pool of members to contact to see if they would be willing to serve on the committee & go down the list until we get three members that say yes.

Ongoing discussions to be had on the process to pick the members. And there will be a formal vote on Slack to finalize the restructuring of the CoC.

b. **Potential Nordecke Soccer League** – Katie had a call with the President of the Southern Ohio Adult Soccer Association. They’re looking to set up a co-ed rec league. It was originally going to be part of Nordecke Cup, but it sounds more like a trial run of maybe 4 teams to see how it goes and what the interest is, just for fun. The advantage of them being sanctioned is that it does come with insurance and an injury policy. He’s hoping to grow the game, not to make money. Discussions were had about how to structure it, when to play the games, where to play the games, how to structure the teams, etc.

c. **Columbus Nations Cup** – They want the Nordecke to be more involved, Heather is on a Nations Cup committee and we’re really hoping to build a strong partnership with them over the season. They are doing a Welcome Ceremony on 6/29 to bring more awareness of CRIS & Final Third as well as hype up Nations Cup. Doc Robinson (band) will be playing at the event. They’re looking for sponsors for the event. 7/13 is Nations Cup. Registration is open for the event.

d. **Nordecke Cup Dates** – September 8th or October 13th or 14th are the dates Katie will be taking to Ty.

e. **On Our Sleeves 5k Involvement** – 5/4 is when the 5k is scheduled for. They’re asking for Nordecke involvement. They want us to get the word out via social media & other avenues. Offered us a table along the parade route & are also asking for volunteers for various roles on race day. Discussions are underway for how to structure a team, if we decide to put together a team for the 5k.

- f. **Ticket Sales Pricing** – Conversations took place regarding the pricing structure for individual games throughout the season. A lot of back and forth on which games should be priced at which price points, etc.
- g. **Lottery Logistics & Function** – Hell is Real, Miami & possibly Champions Cup games & any potential playoff games. All-Star Game tickets will not be available from the Nordecke.
- h. **Partnerships Update from Ravi**
 - i. **Nordecke April Giveaway: Pedal Wagon** – Ravi working to do a raffle in April to benefit a charity partner. Talks of it being an Instagram giveaway as well. The cost is \$199 for a six-seater. The group decided to go the raffle route. Raffle tickets will be 1 for \$5 or 5 for \$20.
 - ii. **Upcoming Tailgates & Watch Parties** – 3/9 Land Grand tailgate beer partner, 3/16 Saucy tailgate beer partner, 3/23 watch party at Parsons North, 3/30 watch party at Land Grant.
 - iii. **CapyBrava 3/17 Game: Beer Sponsor** – Urban Artifact: Capy Snacks beer already donated for the Crew 2 opener tailgate.
 - iv. Restaurant Partners – no updates at this time.
 - v. **The Columbus Soccer Clinic Sponsorship** – 5-7pm on 3/23 at Resolute with a watch party afterwards for the Crew at Charlotte game. Adam is looking for sponsorship for the t-shirts for the clinic. The number of t-shirts/participants is capped at 60. *Ravi proposed Nordecke donate \$150 towards the cost of the shirts. Chris seconded. (9 yes/0 no) motion passes.*
 - i. **Nordecke/Supp Co. Partnership Proposal** – An expanded partnership plan was proposed by SuppCo, discussion over terminology for this and how the partnership looks for the future was discussed, no decisions were made. Secondary discussions were had about Nordecke specific merchandise - regarding the sale, distribution, stocking, up-front costs, and marketing - No decision was made as Brad is waiting for more information from other vendors that we're currently in talks with to. Time needed to gather information and compare all proposals with senior leadership.
 - j. **Sporting Columbus Community Clinic** – see above.

V. ACTION ITEMS

Next meeting: April 4, 2024