

NORDECKE BOARD MEETING AGENDA

Location: Columbus Metropolitan Library Parsons Branch (1113 Parsons Ave)

Date: April 4, 2024 at 6:00pm

PUBLIC SESSION

I. ATTENDANCE

In person: Bud, Kaitlin, Chris, Derek, Caitlin, Katie, Natalie, Brandon, Issac, Nick, Collin, Allison, Anne Marie, Brent, Heithem, Ravi, Heather, Ethan Mck, Scott, Ethan, Norm, Ryan, Kevin

Online: Morgan Hughes, Bart Logan, David Foust, Patrick Murphy, Mark Vuchenich, Scott Gorslene, Jenn Gorslene, Brian Lenoy, Justin Edwards, Melanie Brown, Aimee Maczko, Sara, Ashley Howard, Christina, Mike, Amy, Nate S, Kristen, Tim Martin

II. ANNOUNCEMENTS

- a. GCGBAG Clean Up Crew – April 21st – 11-1 @ HCS – 20 people volunteer – right before Capy game – parking lot/Hudson – anyone welcome to join

III. DIRECTOR/COMMITTEE UPDATES

a. Chairperson

i. By-laws Update

1. Release them next week, 30-day review before voting, voting approximately mid-June, most likely 2 weeks via election buddy, open to current members (paid 2024), passes by 2/3 votes cast not eligible voters
2. Major changes – increasing to 11 – secretary and treasurer are separate, qualifications add minimum age of 21 and member for at least a year prior, elected terms Feb 1 start, term cycles 2 year – off set, Odd/even years, 2 consecutive or 4 years, 4 terms over all elected, appointed doesn't count towards terms, update for wording for online, and minimum voting age 14, shift AGM to January, removing STC
3. A lot of this came from high turnover to prevent complete information loss
4. Heithem asked about process so far: Last year reached out to groups – minimum response for involvement, Heithem, Aimee and Cara did a bulk of the work, had a sit down meeting where we discussed the revisions and what needs fixed, took those changes to 501c lawyer to make sure we're compliant with tax status
5. Brent – Will the changes together or individual – They will all be as one.
6. Using the original by-laws as a foundation for rewrite for future strength of organization
7. Question about voting limits and membership requirement: Limited to how many we can add – publicize how many we can add to vote – talk to Brian for increments and size
8. Public input prior – board meeting and town hall, also email communications

b. Communications

c. Community

i. Pride Participation – June 15

1. Create store item for \$15 for people to register – includes registration and t-shirt, close sales on 5/14 to complete registration process by 5pm 5/15, ask for volunteers for ambassadors (I'll do the first one)
2. Need to create a Pride t-shirt for walkers – Competition? SuppCo? Columbus Apparel?
3. Do we want to solicit membership about a pick-up/flatbed? Or even just a car for a cooler and water/drinks?

ii. ComFest – June 28-30

1. Registration by 4/20 – costs \$250 - \$50 for booth, \$200 deposit (refundable if we provide 25 hours of cleanup/safety volunteers)

iii. Big Walnut Girls Soccer

1. Soccer Shed will cost nearly \$3000 to replace.
2. Donations can be sent to BWAB- HS Girls Soccer PO Box 178 Sunbury, OH 43074
3. Propose any Community Donations for April go to BWGS – with us matching up to \$1500 (willing to negotiate numbers) – There are people who would rather directly donate than purchase something (ie. My husband), Rather than posting the address and allowing people to directly donate, I would like us to collect money and send it at the end of the month.

Motion – Heather – Match up to \$1500 for donation to Big Walnut Girls soccer. Ravi second. Passes 8/0

4. Subsequently – create a schedule per month of community donations to organizations

iv. Ticket Donation/Sales

1. Caitlin is a wizard and helped modify the ticket donation tracking sheet. We now have data on how many dead tickets, what the breakeven is, and what our profit is from ticket sales. We have 3 out of 6 games we've made money on so far, not enough to cover the loss of the other 3. Will be incredibly useful as we go forward with ticket conversations.
2. Ticket donations – we've been able to donate all extras so far. One idea that was brought through our feedback form was to have a place to donate tickets. Thoughts of creating community crew ticketmaster account to accept tickets from members who want to donate
 - a. Issue is finding groups – BUT this would allow for donations to happen prior to 24 hours ahead – most of the groups we donate to right now have trouble finding participants to give to. Anthony/Sean are best connections to youth sports. Build out our connections and be able to give in advance.

v. Community Kits

1. Didn't work the way I expected/wanted/hoped. We have a bunch of supplies. Either put kits together at the town hall and do one last push for orders OR just donate to a local organization. A reddit comment mentioned Huck House (youth homeless shelter) as a place we should partner with.
 - a. Star House

vi. Adopt a Road – Heithem

1. Program in Columbus to keep corridors clean, organization gets sign after second clean up, all tools are provided, list of areas to choose from, not comprehensive or specific, emailed to ask about what else there is
 - a. Main corridors – 17th street (relevant to HCS), nothing around LDC
 - b. Community streets vs highways
 - c. Good way to get people involved
 - d. Going to call about areas

vii. Bingo

1. Logistics – Slack is good but we need to get concrete plans
 - a. How much are we selling them for? - \$5/ board or 5/\$20, half going to charity
 - b. Generating boards? – generate up to 10,000 cards, free service
 - c. Length of “challenge” – all season – decision day
 - d. When are we starting? – April 17 – digital boards – sending urls
 - e. Do we have enough ideas? – bunch of ideas, fine tuning, some encouraged people to drink alcohol, switching to less alcohol to more engage with supporters groups
 - f. What is our free space? – Crew Cat gets scored on
 - g. What is the prize for completing? End of Season drawing? Complete entire board?
 - a. First completed gets bigger prize? Each 5 in a row gets a prize?
 - b. Merch/Partnerships coming up with ideas – April 12
 - c. Each completed board is an entry into drawing
 - h. Supporter groups will have flag or something to get a mark – let Caitlin know who all is participating
 - i. If players aren't with Crew anymore – we'll handle on a case by case basis.

d. Creative

- i. Waiting on art – will get schedule out soon for next Tifo

e. Gameday

- i. HiR Lottery
 - a. Open 4/18, close 4/22 6pm
 - b. 24-36 hours for when people can pay
 - c. \$10 deposit, 2 per member, member only, option for donations standard

f. Merchandise

- i. Roll out update
 - a. Did 3rd round of merch kits – mid-may, 40 will go out as soon as they get in, last round we are getting
 - b. Working with SuppCo to work on partnership – 50/50 profit split – bunch of designs – debate on public design – could put it up for vote – just go with what we have – concepts for initial launch – vote is pre-advertising – no upfront/overhead cost for us – using in house supplies – logistics/distribution/etc – link on website to their website – communicate it to members – put them up for now and take feedback to them for ideas
 - c. Members only? – maybe – code behind membership login to use on website 10% - nordecke merch is 50/50
 - d. Co-promotion discount – point to our website for 10% discounts – haven't done logistics of it

- e. D&W Designs – subscription model – 3 or 6 months – new product each month – 4 tiers – stickers/socks/t-shirt/all 3 – cut off date for each month
- f. Limited runs – special designs – ex. 96 of a print or something
- g. 965 members – 800ish membership, 150ish savers

g. Partnerships

- i. Town Hall – Seventh Son – 4/17 6-8pm
- ii. Tailgate – Seventh Son providing beer – 2 tickets and parking pass
- iii. Karaoke 4/6 – Whistle and Keg – Donate Life
- iv. New Brewery Partner – Walking Distance in Marysville
- v. Away watch parties – 4/9 - 3 watch parties (Walking Distance, Seventh Son, East High Brewing)
- vi. Peddle wagon – raffle and community partner – last stop at tailgate
- vii. Urban Artifact – Capy Snacks – Epcot selling Capy Snacks
- viii. Meeting with Parks and Rec – Community/Partnership event for All Star
- ix. Cooking Classes @ The Mix – hosting event – set courses that you can cook – provide aprons during class – create merch apron – still looking at prices – Hell’s Kitchen competition

h. Travel

- i. Nashville recap – good time, Nashville was good, bus was cool, there was no way to fit 4 more on that bus (15 is no), good trip, good company, successful trip
 - a. Cost us about \$1500 for Nordecke
- ii. Future NorOnTour Trips
 1. Survey said Nashville was the highest one or roll to a future trip – rolling nonrefundable deposit
 2. How do we increase engagement? How do we support away travel?
 - a) Three things launched that week
 - b) Gauging interest in advance – how do we get an idea of “commitment” versus “lets go!”
 - c) What is NorOnTour? Are there events? Will there be a pathway to travel? What if you’re already in the city?
 - d) Might not be the act of getting on a bus anymore.
 - e) Survey asked what do you want to offer? Transportation is key?
 - f) Advertise the meet up more
 3. DC in September because Chicago is EXPENSIVE
 4. Organize other activities as well – how long is trip? Depends on timing and everything.
 5. Bad schedule for travel
 6. Cost of transportation has gone up - \$2400 – philly, \$6000 – nash
 7. Redo survey to see what people
 8. Carpooling? You need the right insurance

IV. OLD BUSINESS

- a. Ticket Resource Page

- i. Purchase – Nordecke website
- ii. Fan to Fan –
 - 1. Nordecke Ticket Exchange and Donation – Facebook
 - 2. Support The Crew – Facebook – thread for each game
 - 3. r/TheMassive – Reddit – Thread for each game
 - 4. Discordecke – Discord – Individual ticket listings
 - 5. #box-office – Slack – Individual ticket listings
- iii. Donation –
 - 1. CRIS - jhollon@cris-ohio.org
- b. Information/Educational Video Series
 - i. status of brainstorming, planning, finding videographer, etc – need to finalize ideas
 - ii. Point person going forward – Andrew? Ryan going to ask?
- c. Upcoming Meeting Location/Rescheduling
 - i. Location of 5/2 meeting, streaming plan – Main library 200 person hall
 - ii. Rescheduling 6/6 and 7/4 meetings
 - a) Moved to Slack
- d. Gaming Tournament
- e. Update on Disciplinary Process
 - i. Reached out to former board members – 7 would be on committee
 - ii. Work and life got in the way – round 1 of membership tomorrow, first 20 or so tomorrow – once we get that back start that process, 3 members
 - iii. Ad hoc – formed to handle situation at hand and then dissolve – no repeat people
 - iv. Hands off from board after committee is formed and board is only involved on the recommendation at end
 - v. Have committee set up on rolling basis like jury duty

V. NEW BUSINESS/WORKING SESSION

- a. Member Code of Conduct/Waivers – Moved to Slack

VI. ACTION ITEMS

- a. Community donation tickets
- b. Member CoC
- c. Rescheduling June/July
- d. NorOnTour Survey 2

Next meeting: May 2, 2024 – Columbus Metropolitan Library – Main