

NORDECKE BOARD MEETING AGENDA

Location: Columbus Metropolitan Library (96 S. Grant Ave.)

Date: May 2, 2024 at 6:00pm

PUBLIC SESSION

I. ATTENDANCE

Board: Katie Sherer, Chris LaMacchia, Heather Giles, Brandon Starkey, Scott Spencer, Kourtney Sullivan, Brad Holloway.

Deputies & Senior Leadership: Natalie Gallagher, Nick Chernick, Derek Durham, Norm Groves, Ryan Wilber, Kevin Clark, Caitlin Durham, Cara Grigsby.

Public: Anne Marie Dennison, Isaac Wong, Ethan Hatcher, Jorge Nisthauz.

Online: Bud Tyler, Trent May, Kaitlin Francis, Brian Lenoy QAR, Allison McKinley, Bill Fecher, Rama J (?), Kurt Pyle, Scott Gorslene, Ryan ?, Ryan ?, "Anthony Precourt".

Time stamps listed refer to Zoom recording on Nordecke Youtube channel.

II. ANNOUNCEMENTS

a. Rescheduling of June & July board meetings

- i. June – Tue 6/18, virtual ONLY. Lots of people traveling
- ii. July – Tue 7/9, location TBA.

b. Bylaws Update

- i. Bylaws Feedback Meeting scheduled for May 21, 2024. At CML Driving Park branch, Meeting Room 3. Will also be streamed.

III. DIRECTOR/COMMITTEE UPDATES

a. Chairperson

1. Nordecke Soccer League – want to do it, need to decide when to start it. Bowling League runs Mondays through Aug 12th. We can do fall (early Sept). Wednesdays best day. Will follow up with league.

b. Communications

- i. no updates. We get our updates from everyone else.

c. Community

1. Pride – Walking in Columbus Pride Parade on 6/15. Discussion about registration costs, t-shirt costs (Brad has asks out for designs). Register through Nordecke, cost includes registration and shirt. Heather is ready to open sales once we know cost. Asked if we are doing any kind of giveaway? Will look at purchasing bracelets (rubber) or something of the sort with the Nordecke branding on it to hand out during the parade. Registration deadline 5/14.
2. [10:57] Spike the Stigma – organization in the city that deals with men’s mental health. Their big summer fundraiser is July 13th, they do a sand volleyball tournament (doubles or sixes). Do we want to make a team? Same day as Nations Cup tournament. Can advertise and see if Nordecke members want to form their own team. Registration not open yet. Other option is contributing a prize to their silent auction.
3. [12:54] Adopt-A-Road – Heithem’s project. City of Columbus, Adopt-a-Surface-Street, pick an area, set a date, clean the street. Areas around LDC and HCS are either non-existent or already clean. We need to pick a spot, ask for volunteers, do it. Would have to commit to 3 times in a year, after 2nd time get a plaque posted. The thought is to pick an area that means something to the organization instead of just a random area of the city.
4. [14:30] SKC game (Eastside Brewing Tickets) – Ravi’s request. He asked for 5 tickets for brewery partner (Eastside Brewing). We still have 126 tickets remaining, our break even is 6 donated. Discussion: 5 is too many (2 is our standard). Tickets are going to employees, not raffle or anything. Concern about precedent of giving away tickets. Tabled discussion/vote to Slack since Ravi isn’t here.
5. [18:48] JDRF – In support of Evan Bush’s daughter (juvenile diabetes). Huge fundraiser, walk was last weekend. We were asked to participate, was shortly before event, did not have time to organize. Should we still donate? Put on the calendar to participate next year? Discussion, agree to donate, same amount we donated to Josh Williams backpack fundraiser. Need to check number, will vote in slack.
6. [20:56] MLS Hometown Hero and 7. All-Star Game
7. All-Star Park Party– Katie and Heather had a phone call with Black Players For Change last week. They want to help us tell our story during All-Star Game, asked about our projects, said we are one of two supporters organizations that makes it on the agenda for executive calls, people know who we are and look to us for how to do things. They want to highlight the work we do in the community and assist us with money and resources. He was really excited about our Party in the Park idea and wants to be a financial investor. We need to get an abstract of what we want to do that we’re applying to the city with and costs written up and sent only. Was not aware of other organizations that have done anything similar and really liked it.
 [22:50] Costs – Heather, Ryan, Derek sat down with planning document about reserving Goodale park for the day of the ASG. Goal is to have a tailgate-type experience and bringing soccer culture to larger audience, instead of North Lot and being on our own. Want to highlight Columbus, our partners, and the good we do. Bring in the supporters groups and others around the team and organization. Rough timeline start 2pm, end at 6pm. Cleanup, head to game (starts at 8). Rough numbers \$1500 but probably forgetting something. Looking for approval from the Board to proceed, spend up to \$3000 for this event. Event space, park, event permit, alcohol permits. “Dry event” from our side, our partners will sell beer directly. We are not providing anything, people are not bringing their own.

[26:06] Ryan additional comments – we want to reach out to ISC and see if any reps from other supporter groups are coming, do they want a table or space to set up, bring supporters groups together. Heather commented that the person from her phone call has connections to all the supporters groups, is excited to help us make connections. This process is going to be a lot of creating a site map, there are laws/restrictions about tents, how they're weighed down, we need to pay for security, permit for alcohol, permit for food trucks. Shelter house, insurance, bathrooms, trash.

Chris asked if this is instead of a tailgate? Yes. Can people walk up with beer? No, people can't bring outside alcohol. Other than that, it will be like a tailgate. City does not yet have protocols in place to plan BYOB events.

[29:18] Can't officially call it a "tailgate". Per city, this is a community event.

Kourtney asked if we're inviting our out-of-state supporters groups also? Yes. If we're offering table/tent space, they won't be able to bring them. Heather said we can ask members to contribute or look into rentals. Kourtney said it's going to take a TON of volunteers to run this event – will we have a problem? Can we offer an incentive to get more volunteers? Heather said tear-down/trash pickup will be hardest. Ideally each group sets up their own tents. Aware that it's something we need to deal with.

[32:30] – Ryan said we'll do a call for volunteers soon to work on scheduling.

Kourtney asked if there is a specific idea of which part of Goodale Park we will be using. It's large, and parking/access may be an issue along with getting to the stadium. Ryan said as of now, we do not have a specific space "assigned" to us yet.

[33:56] Question from Zoom – no, north lot likely will not be available to us at all since this is an MLS event.

[34:22] Do we have the blessing of the Board to move forward with planning process, knowing that it may cost \$3000? Brad said we only get to host ASG once, let's go big. Throw a real MLS fan party, not a plastic fan party. Chris said especially because Austin will have it next.

Kourtney asked do we have an alternate cap for budgeting, if we start approaching the cap. Where do we cut it off? Brad said it will depend on seeing more detailed plans, right now we only have preliminary. They can now start getting quotes.

Heather said application is due 60 days early, so due May 24th. So we'll know sooner than later.

Ryan said we can work with the city for free with resources for planning and getting contacts. Norm – question about travel to game and/or "march" from Goodale to LDC. Heather said there was discussion and we are aware of how far Goodale is and there may be a lot of people who aren't familiar with area. Norm suggested a route with a map and "waystations" at bars/restaurants.

[39:50] – Derek said everyone is welcome to submit ideas for this event.

[40:18] Adobe Subscription – because it's a dry event for us, we need a waiver with our expectations and city requirements for all participating groups. Subscription would allow us to do all that online instead of on paper. Adobe Acrobat Pro is \$19/month. Which email to use? Comms? No, Board.

[42:32] Ryan – lots of other details required – tent spacing, size, etc. We need to make sure all the groups have read and acknowledged these requirements. Maybe spots to initial on every page.

8. [43:25] Lifeline of Ohio Dash for Donation – lots of people are doing 5ks, goal is to try to bring some of those "in house" and get a Nordecke team and/or link, and we'll contribute a donation as well.

9. [44:10] On Our Sleeves 5k – There are at least 2 member teams, do we want to donate also? Per person or per team? No team option for donating. Will we donate to individuals, teams, or to the race overall? Discussion, should we donate same as Polar plunge (\$50/person)? Or give to team and they divvy it up among members? 20+ people participating, so \$50/person may be too much. Donate to bring people up to their \$50 minimum fundraising commitments?
[49:24] **Motion to donate** roughly \$500 to On Our Sleeves (to the registered individuals) (Heather motioned, Brad seconded. 7 yes/0 no. motion passes)
 10. [49:44] Big Walnut Girls Soccer – have raised \$170 in direct donations, plus whatever we raise from bingo and the tailgate dinner. Talking about non-monetary donations as well right now. Just heard from their coach, no equipment was destroyed, just the storage. Donation page still up in store.
 11. [50:30] Randy Sims Legacy Parking – this is a donation product available for purchase on Nordecke.com to cover for Michael for the remainder of the season. So far we have \$70 donated. The idea is that the person who was awarded doesn't have to pay for the rest of the season, due to member donations (suggested by Donnie). Kourtney asked Chris if Comms can randomly push this on socials to get the word out to the membership.
 12. [51:31] Flower Planter Raffle/Raffle website plug in – Federico Froguain. 20" tall painted frog planter made by Dina to be raffled off during HiR tailgate. All donations to go to community organization. Heather said a snag is we have to pay extra to run another raffle through the website automatically. Other option is to set up as a product and do a random number generator raffle on our own. Natalie suggested removing Bingo as website raffle so frog can be raffle. Will talk to Brian about that.
Doing raffle before or at tailgate? Cons of at tailgate – cashless stadium so people may not have cash, someone has to be selling it actively during tailgate, winner can't bring it into stadium. Decide to change timeline of raffle and prizes. Thoughts were to have it be related to Mother's Day, but that's right after HIR.
 13. [57:59] Bingo – Have sold 29 boards, 50/50 split between charity and prizes. Discussion about prizes for completed boards when they're turned in. Existing merch, Columbus Apparel and other partners, gift basket? Will keep discussing. Grand Prize drawing on Decision Day (turn in single bingo and blackout entry per card). Would help to have blurb about bingo to give to partners when requesting prizes.
- d. [1:06:55] Creative – HiR Tifo work set to start on Friday 5/3. Brandon to post a schedule tonight after the meeting. FO thanked us for the Monterrey tifo. Norm asked if schedule for end of May/June will change with games rescheduled, Brandon says there was no schedule so nothing to change. But we did pre-stage things and get some prep done. Hopefully we can be better prepared for a time crunch.
 - e. [1:09:24] Gameday – Scott says could use 2 drum heads getting fixed before HIR, about \$50 per head. Medium term, probably 4-5 drum heads should be fixed. The one that is mic'ed up at games needs to be repaired ASAP. Norm gives summary of drum status and repairs needed. Hopefully we can use this stretch without home games to do some repairs. Don't have supplies yet, can price them out and get started. Overall probably \$300 to repair half of the drums by end of June.
[1:00:47] Kourtney brought up providing meats for HiR to "smoke out Cincinnati", a few people are going to smoke a ton of meat for us. Working with Trent to get costs from Ketrings Meats. Kourtney would like Nordecke to sponsor/subsidize. A couple briskets, pork butts, etc. Not feasible to smoke on-site, so they will smoke at home ahead of time. Working with other SGs to coordinate sides. The coffin is coming back.

Still waiting to hear from the FO as far as their plans and what they want help/coordination with. Currently no march scheduled but they could ask last-minute.

- f. [1:13:59] Merchandise
- i. Second Merch agreement set up (all signed) with Supporter Supply – 50/50 split of sales, Nordecke members get 10% off. Either Nordecke line or everything, will double check.
Find discount code within Nordecke website after you log in to your account. Go to My Account, Members Area, Online Discounts.
 - ii. Both Supporter Supply and Columbus Apparel are making Nordecke lines
 - iii. Pride shirts are in the works
 - iv. New design in the works with CAC using some quotes from Nancy after home leg against Monterrey.
 1. Chris asks if they got approval to use MLS Cup in Cincinnati shirt design. CAC said they got approval from MLS to use it within other designs. Brad says Nordecke-approved merch will be heavily scrutinized by us before approval/release.
 - v. Member number updates – 1,020 members. 15 new members between the end of the game last night and the beginning of the meeting tonight. Working with Ravi, Ryan, Allison to make a gift for the 1000th member. Have already matched last season's numbers before playoffs and we're only a third of the way through the season.
- g. [1:19:40] Partnerships (Ryan in Ravi's stead)
- i. New partner will be announced soon, finalizing details and coordinating announcement.
 - ii. COPA America & Euros (June/July) – are people interested in having watch parties? AO Columbus will host USA watch parties, we won't step on toes. Is there demand to organize watch parties for other games? Are looking to understand demand from members before talking to brewery partners. Chris says polling the membership might not work out. May show big interest in Euro, maybe less in Copa unless our players get called up.
Derek suggested asking our partners who can show it (has correct cable package), we just update our partner directory. Our website already lists who has Apple TV, can update for DirectTV. See if the bars are even going to be open (many open after game times). We can post that but highlight our "watch party".
 - iii. [1:28:30] CCC Final on 6/1 Watch Parties – Studio 35 will be showing the game! Along with almost all of our other business partners. Promote all of them, not pick an official one. None of them is big enough to host everyone anyway. Maybe we can designate family-friendly options vs bars?
Derek suggested picking 1-3 "official" ones that will have a good crowd, since media will likely ask us where people will be. Norm suggested the message "we are massive" and we will be everywhere in the city. Ryan said it's been 24 hours and we already have 20 partners who want to host a watch party. Kourtney said we should check if any are offering specials or deals that we can promote also. Maybe a map of the city? Natalie already had that one her to-do list before HIR, can update for other games.
 - iv. Away Watch Parties (5/15: Endeavor - Trivia Bingo starts at 6pm & leads into kickoff at 7:30pm; 5/18: Land Grant, 5/25: Endeavor)
 - v. HiR: Parsons North (Beer Partner)
- h. [1:38:35] Travel (Kevin in Bud's stead)

- i. Pachuca NorOnTour – we’re less than 24 hours in, have already made initial contacts to Crew FO about tickets. All travel arrangements are TBD for people who want a group trip. 33 hour drive or 2 airports available. Columbus to MEX is \$600 round trip.
Bud’s written summary – has inquired about charter bus, group rates for airlines. Requested rates from hotels in Pachuca that are walking distance to stadium. Gathering quotes for charter transportation between Mexico City and Pachuca
- ii. [1:40:47] Chicago – out and back bus trip (large convention in town means available hotels are very expensive). Bus would leave LDC at 6am, arrive in Chicago (Wrigleyville) around 12pm, bus will take people to tailgate (Soldier Field), then back to Columbus.
Potential to watch Cubs-Pirates game at Wrigley Field before tailgate.
Price would be \$180 for bus and Crew ticket. Cubs tickets \$25-50 depending on section.
Sending some money to 3*1*Crew to support tailgate.
Discussion that 2 weeks to sell bus package is not enough time. If FO sponsors Pachuca trip, likely less demand for Chicago. Or if people don’t have plans yet, they may go to Pachuca instead.
Deposit from Nashville was rolled over to Chicago, can roll over to subsequent if needed. DC, Cincinnati. Bud confirmed via Zoom – Chicago quote is for 56 seat bus. Can roll deposit to Cincinnati or DC. Will discuss further in slack.
- iii. Link available for Orlando, will be on website soon

IV. OLD BUSINESS

- a. [1:18:43] (as part of Brad’s Merch updates) Disciplinary Committee – 3 month term (5/2/24-8/2/24), Emailed notices have been sent out to pool of potential committee members, waiting for responses.
- b. [1:47:06] Bylaws

- i. On Zoom – Allison – will there be feedback about bylaws before votes? More info about reasoning behind extending term limit and when those would start.
Natalie clarified (based on comments in slack previously) - Will current terms extend or will next year's election have half of people run for single year term.
Katie responded that it was discussed both ways, but the Board is not trying to extend their current term. Chris said it would be best if current directors end at the end of this term, next board will run with half running for a 2-year term and half for 1-year.
Clarify that goal of staggering terms is to avoid loss of knowledge between terms. Originally these were in the works prior to last election.
Katie confirmed that suggestions will be discussed and can be incorporated before final proposal is up for voting. We now have a full meeting for discussion set up (5/21 at 6pm). Helpful to get comments via email prior to meeting, so we can discuss them.
Chris asked if Katie can share any of the feedback she has already received. Katie relayed some (Treasurer should be appointed not elected). Same question about when extended terms take effect, whether revisions will be incorporated.
- ii. Intent is that people submit their feedback ahead of time, we compile it and publish it so people can look at it and we can have a productive meeting.
- iii. Question online about GCGBAG bylaws, Heather asks what is in that version that is not in the current proposal. These can be discussed more at the special meeting.
Recall / runoff elections – on the list to consider for changes. Heather talks about runoff elections getting far lower participation, may not represent members well if low turnout. Need to be very careful with our wording to not damage the organization.
Heather said Board always votes on expenditures.
Comment from Derek – if concern is minimal turnout for runoff, that's what campaigning is for.
Heather asks how we disseminate information. Natalie answers that all candidates included their campaign when they entered, elections page with voting has all information.
Norm raises concern that runoff elections will extend the election season/timeline, we already have increased demands and a shorter offseason. Need to consider that when planning.
- iv. **Bylaws Review meeting is 5/21 at 6pm. Please send feedback to board@nordecke.com**
- v. Brad says we will be uploading the zoom recordings to the new Nordecke YouTube channel in addition to minutes being posted.

V. NEW BUSINESS

VI. ACTION ITEMS

Next meeting: Tuesday June 18th, 2024. Virtual meeting only.