

# NORDECKE BOARD MEETING MINUTES

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Location: Virtual (Zoom)

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Date: June 18, 2024 at 6:00pm

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## ATTENDANCE

**Board:** Katie Sherer, Chris LaMacchia, Heather Giles, Scott Spencer, Kourtney Sullivan, Brad Holloway, Ravi Pandey, Bud Tyler.

**Deputies & Senior Leadership:** Natalie Gallagher, Norm Groves, Ryan Wilber, Kevin Clark, Trent May.

**Public:** Allison McKinley, BL, Brandon Poturica, CC, Corinne Thompson, Darren Van Paris, Denise Walker, Jason Hoover, Ky Shell, Martin W, Mike, Morgan Hughes, Ray, Scott Gorslene.

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

## AGENDA DETAILS

### I. ANNOUNCEMENTS

### II. DIRECTOR/COMMITTEE UPDATES

#### a. Chairperson

##### i. [1:27] HIR postmortem

1. Lottery – Scott learned how to improve process for next time, got better at Excel. Feel confident in ability to do next time. Still need to close out orders, will do that ASAP.
2. Next time, goal to do it in a more timely manner. Took about 3 weeks to do all rounds of drawings and payments. Communicate when lottery has ended (publicly) so people know.

##### ii. [5:07] Nordecke Soccer League

1. Still in early stages, but working with Jeff for fall soccer league. Working to finalize locations and price.
2. Need to publicize soon so people know it's happening, can share more details once we have them.

#### b. [6:04] Communications

- i. Doing rolling surveys, 2 live a time. Each is live for about 2 weeks. Directors should tell Chris/Natalie if they want to include specific questions.
  - ii. Results of Midseason Feedback Survey (Matchday) – was added to agenda before we decided to do all 5 surveys this month. Natalie just finalized results, will share with board soon.
- c. Community
- i. [8:23] All Star Party in the Park
    - 1. 3/4 of the way done with official process with the City, working with them is kind of obnoxious. We may not be able to have pop-ups, can only have 400 sq ft of stuff before you have to apply for another license and tell them how things will be weighted down.

2. Quote back for getting portable restrooms, directions on how to close streets for parking
3. Six or seven community groups interested, only heard back from 2 SGs and neither can attend. Ravi checking with our corporate partners to join us also.
4. Chris asks – how much will this cost?  
Heather - Restrooms are not expensive. Standard portable is \$175, handicap is \$225, handwash station is \$185, delivery and pickup is \$35 each. So about \$500. Per? Total. We are using what's already at Goodale, we're just adding 1 regular and 1 ADA since we have access to shelter house also.
5. Black Players for Change wants to help financially, still waiting to hear final cost from city for police/fire and permitting. 2 meetings ago we approved up to \$3000 on expenditures for this event. Will probably be right around that number.
6. [11:50] Chris asks - given that we can't have alcohol (legally dry event), and it's going to be \$3000, knowing our fanbase is alcohol-motivated, is this something we want to continue to pursue?  
Heather says she's fine deferring to other decisions, but this is still worthwhile to do. Away watch party on the Commons (now in DORA area) would be cool too as another event, can invite partners. She's fine being told to stop planning or go forward.  
Brad suggested asking publicly to gauge interest before we decide yes or no. Not just Crew supporters, but people from teams across the league, may want a supporter group sponsored party instead of MLS party. Chris/Heather clarified that ISC said no groups are planning to come officially.  
Chris is concerned that we are planning an expensive, dry, weekday event, for a game that people claim to be excited about but may not actually be.  
If we ask on social media, it will look like we don't know what to do. Lots of people online will say they'll come, but won't actually. That money may be better spent on a watch party at the Commons or an event that's easier for our audience to attend.
7. [16:12] Ravi - what can we do to have alcohol at Goodale?  
Heather said she and Bud have been talking to insurance companies, they won't do liability insurance for this. Our current insurance won't cover anything higher than 250 people. We need to find another insurer. Another issue is this is public rather than private. Can look at alcohol coverage as well. Question is whether we can afford it. Bigger issue is they want licensed bartenders and checking IDs. Written procedures for intoxicated people. Would probably need to rely on our partners to provide volunteer servers, since Nordecke personnel are not going to go through this training for a single event. But public vs private is potentially a deal-breaker for the cost we're willing to pay. Probably \$750-1000 for 500 attendees.
8. [20:03] Ravi – when we were looking at options for MLS Cup for the Commons, approval required more lift from both the city and nearby residents. Definitely more of a challenge.  
Heather – Commons was just included into a DORA, which wasn't in place during the Cup. So that makes it a lot easier to have an event where we don't provide the alcohol.

Ravi – would want to look at Commons, not sure if that's possible within 5 weeks.  
Heather – our application is technically late, so it would be a huge uphill battle.

9. (in chat) Morgan suggested doing an event at a bar because they already have alcohol covered. Bud said with it being mid-afternoon on a Wednesday, that might work.
  10. Heather - Do we put a pin in ASG event and pivot to an away watch party at Commons? And Ravi contact partners to do a bar for the ASG party (Morgan suggested Land-Grant).  
Chris suggests Decision Day in October, massive party at Columbus Commons. Natalie raises concerns about weather in late October. Not for people, but for TV/projector options. Brad says they can put everything under the canopy, talk to Nightlife 614 to see if their company for movies had a weather-proof projector option.  
Heather will email city about pivoting ASG to Decision Day party. Ravi will talk to partners about pre-game options for ASG, talk to NRI about plaza, whistle & keg. Katie asks what happened with Boathouse, Heather says he wants a lot of money. \$20-25 per space, plus extra because he has to close the restaurant if we use the whole lot.  
Brought up that Decision Day is a bye week for OSU. So no local sports conflict.
- ii. [1:33:20] (brought up later) Prideraiser update – we just passed \$600 per goal. #5 in country for # of pledges. We have no shot of catching the leader (Detroit), they are at over \$2000/per goal, their FO is on board, they got on local news, etc. Another SG got their team sponsor to donate, can we push to Ty or FO to ask Nationwide?
- d. [27:43] Creative
    - i. Brandon couldn't attend, currently painting
  - e. Gameday
    - i. [28:30] Scott - Project Jukebox – want to bring it back, might end up being more of a zoom meeting. It's hard to find a day that works for people and grab/lug around drums. Will just be a discussion to work on new chants.  
Chris asks what the barriers are. Club won't open stadium, poor turnout last time. Plus the drums are at the stadium and need to coordinate picking up. Can we do it during a watch party they already hold at the stadium?
    - ii. Tickets for Saturday start going out tomorrow. 1 single ticket remaining in inventory.
    - iii. [29:32] Kourtney - Got ghosted for closet cleanup, going to have words with Jared and security team about not letting us in when we were scheduled to be there. Told Ty that once we schedule another date and can get Brandon and volunteers, we can clean it out. Have bins for netting, can move things back to tifo space. Hopefully will figure out in next week or so.
    - iv. Need to work with Creative for fabric dimensions for more fabric strips during Latino Celebration Night, work with La Guardia on how to set those up, figure out cost. Work with Comms to let people know what those are and they're not saving space, but what it is and what it means. Do social campaign working with them.

v. [31:10] Project Jukebox Discussion continues

1. Chris – what is preventing an old-school project jukebox.  
Scott – club not willing to open stadium for same 6 people, turnout last time was bad. It's hard to plan with Ty about removing the drums from the stadium, putting it back.  
Chris – If stadium has watch party, can we do Jukebox during that event? Scott said club isn't opposed to it, but last time we didn't advertise enough. Other problem is drummers wanted to watch game and enjoy, not drum during it.  
Katie – team doesn't host many parties at stadium, lean into pub network.
2. [33:12] Chris – second, where is La Guardia doing their away watch parties?  
Appears to be someone's backyard. So maybe can't practice at their parties. Ravi said sometimes it's at a restaurant.
3. Idea from Morgan (chat): Combine Tifosweat and Project Jukebox at old stadium?  
Transporting drums there is an issue, even having access to stadium is an issue. Still need to go through FO to access old stadium. Painting time is usually middle of day on hot days, may not get many people
4. Kourtney - Why can't we do it at Land-Grant for a watch party? Drummers aren't comfortable taking their drums to public place.  
Can try to promote based on tifo schedule, at least can discuss.
5. Brad – can we get drums at the Commons decision day party? Kourtney says we can ask.  
Chris – La Guardia owns their own drums, doesn't have same limitations as getting drums from LDC
6. [39:58] Norm clarifies that some concerns are about moving drums, plus forcing everyone at the watch party to deal with the drumming. When it's at the stadium, nothing else is around, we can make a bunch of noise. If we go to another site, all the normal patrons and neighbors have to hear us.  
Seems like team does not want to host due to cost of opening stadium.
7. Kourtney – let's bring it up at next FO meeting to discuss. Chris thinks they'll say no, then we should offer to pay Donna directly for 4 hours.  
Allison – what about outside the stadium? For litter cleanup, we didn't have to tell anyone about being in lot, had no issues going in or out.
8. [46:09] Kourtney – what about during a Crew 2 tailgate? Chris brings up that people have to pay \$10 to access that area. Kourtney says we can offer that people who attend Project Jukebox can get a discounted ticket to the game. Crew 2 attendance is down this year.
9. [47:25] Katie – we're getting into State Fair season, so we might normally be able to just roll up, but that lot is going to be taken over. Going to be harder with trailers and more monitoring.  
Chris says we should just try once and see what happens. If we get kicked out, we can revisit.

10. Chris likes idea of doing it before a Crew 2 game and also doing parking vouchers or something.  
Natalie says we still have the issue of coordinating with FO to get our drums out of LDC. Chris suggests drumming on trash cans instead.  
Bud brings up that if we invite La Guardia, they have their own drums. Not sure if they would want to come.
  11. [49:25] Norm says transport requires planning with Ty to get everything out of the stadium, and we wouldn't bring everything. A couple basses and snares. But there is a logistical problem getting back into the stadium in terms of volunteers.  
Morgan (in chat) suggests just clapping and practice chanting. Norm says if part of the goal of Jukebox is recruiting new people to drum, we need a few drums there for people to use.
  12. Conclusion – let's ask the team.  
Norm says it'll be easier to get volunteers on a Crew 2 day after a Crew 1 bye week or away game. After drumming all night at a home game, most people don't want to do it again the next day.
- vi. [52:32] SG on socials suggested doing Aiden's chant during 8<sup>th</sup> minute, we will publicize on socials (with Scott and Kourtney blessing).
- f. Merchandise
- i. [54:41] Positive reviews from people at Pride about our shirts, hopefully both partners got boosts.
  - ii. 1050 members
  - iii. Working with SuppCo for new merch drop coming out soon
  - iv. Company from Colorado (works with other SGs in the league) contacted us to collaborate, just started talking to them.
- v. [56:18] Columbus Apparel Partnership update
    1. Things are good now, they apologized. They ready to continue on. Very pleased with the response and exposure from recent photos, continuing to do things with them.
- g. Partnerships

- i. [58:38] 6/22 parking passes – Condado & Eastside Brewing
    - 1. Eastside is beer partner, providing their own ice (don't have their own coolers). Also a gatorade cooler full of water. Need to provide them with parking layout.
    - 2. Condado will be there at 4pm with food. Can discuss with them about setting up tent/table at 2 but food arriving later.
    - 3. Echo Spirits working with Scott on a cocktail as well.
    - 4. Are they bringing tent/table? Eastside bringing a tent and table, will check with Condado.
    - 5. Saturday will be VERY hot, we'll buy a lot of ice, water, gatorade. We can push on socials reminders to hydrate beforehand, wear sunscreen. Let's ask Ty if we can bring bottled water in. Make sure capos/drummers get cold water in a timely manner.
  - ii. [1:09:12] COPA America & Euro Soccer Tournaments
    - 1. Watch parties at partners? Will contact partners about either Group and Knockout or just knockout.
    - 2. US games will be at Land-Grant (AO Columbus). Scott said AO is separate from Nordecke, we can still have our own party if we want to.
  - iii. [1:11:16] Crew/USMNT Soccer Trivia Night
    - 1. Working to host that prior to a game, still in progress.
  - iv. [1:11:39] 7/3 tailgate: North Lot & Pastimes
    - 1. North lot is open, but already organized a pregame party/block party at Pastimes in Grandview Yard and walk together.
    - 2. What makes sense to do? Can do both if people want.
    - 3. Currently no beer partner due to thinking tailgate wouldn't happen due to RWB, but we have leftover beer we can bring. Having both options is good because people may not be able to get down to tailgate.
    - 4. [1:18:14] Lot opens at 1pm. Chris wants us to lobby for noon, get people in earlier before RWB traffic gets bad.
  - v. [1:15:06] July 13 LAFC watch party at Parsons, was also contacted about a watch party at Nasty's to raise money for Hilliard-Davidson girls soccer team
    - 1. USWNT vs Mexico game at 3:30pm, owner will keep bar open for LAFC game if there's a good crowd. Promoting their party doesn't conflict with ours
  - vi. [1:21:19] Wednesday 6/19 away watch party at Wolf's Ridge, they made graphics we can use.
- h. Travel

- i. [1:22:00] Pachuca trip recap and takeaways
  - 1. Most successful in terms of participation. 2.5 buses of people with us, plus more. Financial success, which is good for us (foreign exchange fees were lower than expected)
  - 2. Kevin (attended)- biggest headache was that the bus companies are way less formal. Every stop we had, was a cluster of making sure people got back on the right bus and everyone was there
  - 3. Concacaf gave 1 days notice that we had to be in 3 hours before kickoff, we ignored that.
  - 4. Facebook group Kourtney made was very helpful for communication.
  - 5. 6 people decided to switch departure buses without telling us, but we figured it out.
  - 6. Going forward, people liked the pyramid visit. Having additional activity beyond transportation is something we'll consider for the future.
- ii. [1:24:52] 2 potential away days we're considering
  - 1. DC on 9/28. But it's sandwiched between 4 away games including HIR, plus Campeones Cup. Decision Day is other one (NYRB on 10/19). Bye week for OSU, difficulty is proximity to playoffs.
  - 2. Other option is doing neither, do out and back for HIR. We'll start talking about pregame etc in next few weeks, talking to Graduate hotel.
  - 3. Can also try to save for Leagues Cup or playoffs away. Guaranteed an away game for playoffs, but might be midweek.
- iii. [1:28:02] HIR away – working on pregame, hotel block, # tickets, bus. Need to know how many tickets we allowed for Cincy for our home game, so we have an idea how many we tickets we have available.

### III. OLD BUSINESS

- a. [1:35:12] Heather - Nations Cup 7/13, asked if people are forming a team. Only 1 person outside GCGBAG responded. Heather would like Nordecke to sponsor them. Will talk to Allison.
  - i. Allison – we've been working with Final Third for a while, very excited you're sponsoring us. We are donating our first check from Memberships to CRIS during World Refugee Day. Everyone is invited, there are crafts, etc. GCGBAG will put it on socials.
  - ii. Heather will also donate the toiletry supplies we collected to GCGBAG/BFSC supply drive
  - iii. [1:43:38] Scott G - Final Third is being recognized on 7/23 at MLS All Stars Heroes event. At Lincoln Theater, may not be open to public.
- b. [1:36:56] Disciplinary committee has been sat and formed, informed. Waiting to hear back from them about recommendation.



#### **IV. NEW BUSINESS**

- a. [1:42:19] Natalie - Next board meeting is scheduled for 7/9, are we doing virtual or in-person? A few library locations are available. Decided on virtual again.

#### **V. ACTION ITEMS**

Next meeting: July 9, 2024 at 6:00pm – virtual again