

## Mar 10, 2025 | 📅 Nordecke Financial Overview Meeting

Attendees: Brad Holloway, Kurtis Roush, Emily Kegg, Norman Groves, Trent May, Brent Miller, Bud Tyler, Bethany Janney, Ravi Pandey, Kourtney Sullivan

### Notes

- Financial Overview - Bud Tyler
  - Liquid assets - \$79.2K.
  - Only major fixed application is remaining match ticket & parking pass payments.
  - Second half of membership kit payment & shipping cost.
  - Tifo space's monthly rent is \$750.00. Ravi asked if the lease is month to month or if we are in a long term lease.
  - Emily asked about how we pay for the match tickets. Bud said that we're paying 1-2 matches in advance because the team won't transfer the tickets/parking passes until the payment is made.
  - Brad asked if the tickets & parking passes were made into one payment; Bud said yes they were rolled into one payment.
  - We're paid through March 22nd plus the payment was made for tomorrow's match. The payments get larger as we get further into the season because we're paying multiple matches at once. The payments are spread a little bit more than in prior years to help prevent a large cash flow issue.
  - Emily asked how much is remaining to be paid for this year, Bud said it is approximately \$124K.
  - Bud stated that we're committed to the payment schedule through 7/11. The remaining payment dates aren't definite yet as they were waiting to see how the Leagues Cup plays out.
  - Kurtis asked in terms of cash flows, how close do we cut it. Bud said that he believes last year we never really dipped below \$50K to \$60K. A couple of years ago, we may have dipped as low as \$10K. The extra money from the Cup run has helped make it so that we don't really have to worry about cash flow timing.
  - Ravi asked how much we spend on average for NorOnTour events. Bud said an overnight bus is \$7K to \$8K (per bus, 56 seat coach) plus the cost of match tickets and the cost of the hotel. Bud stated that it will fluctuate because there are a limited number of buses, so prices will go up on busy weekends. Bud said that we spent about \$2K per bus on the trip to Cincinnati for only 6-8 hours of bus time, no overnight, etc.
- NorOnTour - Kurtis Roush
  - Kurtis said that this year, NorOnTour is trying to focus on keeping ticket sales and such in house. Ty is on board, but he said that some teams may not want to participate. This means we'll take in all monies before we send any out.
  - Bud stated that we need to update the ticket cost to help cover the credit card processing fees. He suggested around \$5 per ticket.

- Emily asked if we handle away team tickets when they come to LDC, Bud said no, the FO handles all of that.
- Brad that our credit card processing fee is about 4% per transaction. Kurtis stated he prefers to use a round number; he will add \$5 per ticket for fees. Bud said that X+5 should cover our fees.
- Kurtis said that the planned NorOnTour trips are Charlotte on Memorial Day Weekend, FCC in mid-July, Toronto in mid-August, and Chicago at the end of September. Kourtney said to keep an eye on the Toronto match due to possible political tensions/issues crossing the border. Kurtis said he'll be keeping options open for that match.
- Brent brought up a concern about adding fees for people to be able to purchase a ticket through Nordecke versus buying directly from the other team. Kurtis asked for thoughts from others on it. Brad said that there is a point to both sides but that it may be easier for fans purchasing tickets together with other Crew supporters, etc.
- Kurtis said that the upside to purchasing tickets through NorOnTour, he can pass information to attending fans, help keep the fans within the lines, etc.
- Bud said he thought there may be more pushback not on the fees but more so from people that don't normally buy from the Nordecke being concerned that they paid but didn't get their tickets until x days before the match.
- Kurtis asked if there were a lot of issues with that last year from group buys; Bud said no, there wasn't as much of a challenge with it last year.
- Norman suggested reworking on the NorOnTour website be slightly less geared to only being bus tours.
- Bud brought a concern about potential illegal spam issues if we sent out too many distribution list emails about NorOnTour events. Kourtney suggested adding another checkbox/disclosure to the checkout screen that they agree to be signed up for mailing lists.
- Community - Emily Kegg
  - Emily discussed a list that she put together of things she would like to do with the community. For Ronald McDonald House, it is approximately \$1K, unless we can get a partnership that wants to help cover it. She wants to do a giveaway for the Pride parade and volunteer shirts. She also wants to do volunteer shirts for the different volunteer opportunities so that everyone is sort of in a uniform or cohesive/recognizable. There are 12 community partnerships that Emily would like to make donations to throughout the year. The estimated total budget is \$9,585.00, which comes out to 11% of the current bank balance. This budget also includes events that have already happened - the Sunrise Toast (\$397), Crewsma Eve 2025 (\$500), 2024 Nordecke Cup (\$988), and she has reserved \$1K for the 2025 Nordecke Cup. Brent asked if these are net or before partnerships, Emily said that these are total expenses, before any partnerships.
  - Brad said that for Pride in 2024, registration fees for group & truck for Pride - Brad said that they built in the cost of the registration fees to the shirts that they sold last year; they charged \$25 per person to register to march and get a t-shirt,

they had 33 participants, which offset the cost of the t-shirts and parade registration. The leftover funds were donated to Stonewall or Kaleidoscope.

- Kourtney asked what giveaways Emily wants to do for Pride - Emily said necklaces, sunglasses, and candy. Bethany asked if we could have coolers & ice pops since it's hot and kids love getting popsicles. Kurtis knows someone who does promo supplies and can make an introduction to Emily to help with the giveaway supplies.
- Brent suggested having shirts covered for the people walking in the parade and the shirts being on sale to the general public.
- Kourtney suggested doing a tank top instead of a t-shirt and also suggested putting 3 stars on it for those that walk in the parade, no stars on the regular shirts.
- Ravi asked what the lead time is needed to put in an order for shirts/tank tops. Brad said it's usually a 2-3 week lead time.
- Kourtney asked where the Endeavor proceeds were going - Ravi said they were going to CRIS (only the proceeds from the taproom, not from the stadium).
- Kourtney asked when the Ronald McDonald House event is scheduled - Emily said it will be 9/14 from 3PM to 7PM to tie in with childhood cancer month.
- Emily said that trash pick up for Earth Day will be April 20th at Historic Crew Stadium.
- Emily also wanted to have volunteer shirts for the Columbus 10K on 6/1 since we will be handing out water, bananas, etc at the finish line. Kourtney suggested selling them, Emily wants to give them away to the volunteers.
- Brad said for t-shirts orders at SuppCo, if we do a bulk order of 50+ it's \$14/shirt if we do 100+ it's \$12.50/shirt.
- TIFO - Brent Miller
  - Brent said that TIFO is well stocked on fabric for now, it is sufficient to get us through. He will need to do some paint orders for the next TIFO. Brent asked Bud what is the best way to order the needed supplies. Bud said that Brandon would typically order off of the Nordecke debit card or could now use the credit card. Brandon would order with the card and then send Bud the receipt. Brent asked Bud if they can connect to continue the same process, Bud said yes.
  - Kourtney asked Brent if the TIFO Amazon WishList was turned over to him so that people that can't participate could donate supplies, snacks etc. Brent said no, it disappeared a couple of weeks ago so we need to establish a new one. Brad said that the wishlist came down because it was tied to the personal accounts of the previous board. Brent said he will create an Amazon account using the creative email address.
  - Emily said that Ty reached out about the kids mental health events. Emily wanted to know how best to make sure that Nordecke stays separate from the FO when getting involved in events with them. Kourtney said that Ty should be the one to schedule a meeting to discuss events. Brad said that the email Emily is referencing is that the FO wants to tie in the kids club kickoffs together (FO's kids club and Nordecke's kids club) with the Kids Mental Health night. Brad explained

again the potential connection with the FO and Nationwide for the Kids Club that was discussed at last week's board meeting.

- Ravi asked what other TIFOs are planned - Brent said there is one planned for Pride and the New England match (picked at random to split up the big TIFO displays).
- Game Day - Trent May
  - Ravi said that for Hispanic Heritage Night an idea would be to have one of the restaurants that LTA or La Guardia are affiliated with to have them cater food for the tailgate.
  - Ravi said that for Nordecke restaurant week, usually around HiR week is when we see a potential uptick in Nordecke memberships, try to incorporate more restaurants.
  - Brad is working with the FO and the FCC Pride group to have a HiR supporter soccer game the night before at HCS. Ideally they'll be a rotating trophy to go back and forth between the supporter groups. Kurtis asked about having the game the day of the HiR match rather than FCC supporters having to come up early the day before. Brad said that Saturday wouldn't work because of the HCS staff not being available.
  - Emily asked about having water, NA beverages, and trash bags at the tailgate. Bud said that last year the provided items were reimbursed if someone supplied them. Brad mentioned a possible idea for a partnership with Heidelberg or G&J Pepsi for NA beverages. He said it was approx \$150-\$200 per match for water/gatorade/sodas. Emily asked about how many cases of each were used, Brad said it depended on the weather.
  - Trent wants to start a safe driving initiative that could include NA beverages and possibly food for after the match. Also mentioned talking to the FO about the 6AM curfew for parking lots, which may be part of what curbs people from leaving cars at the stadium. Kourtney also mentioned that some people are considering starting a dry supporters group.
  - Brad said that he has some merch coming soon that will be no upfront cost to Nordecke. We will only be charged for what is sold, sort of like a presale.