

Apr 3, 2025 | Nordecke Board Meeting

Attendees: Brad Holloway, Kourtney Sullivan, Kurtis Roush, Collin Hill, Emily Kegg, Allison McKinley, Brandon Poturica, Brent Miller, Ryan Willber, Bethany Janney, Norman Groves

Notes

- Columbus Eagles Presentation
 - Kathy and Mark introduced themselves and gave a brief overview. Kathy is one of the new owners of the Columbus Eagles. They are working to expand the ownership group with the goal of bringing an NWSL team to Columbus. They are looking to go partially public through WeFunder to bring more public awareness to the team and women's soccer.
 - Invited everyone to attend the back to back Crew 2 and Eagles matches on May 19th.
 - Mark opened the floor to questions about the Eagles organization, team, their goals, etc.
 - Brian Lenoy asked "Are you looking to stay in the WPSL or join the USLW?" - Mark said they're on basically the same level. WPSL is the oldest league in the country and the USLW typically gives preference to teams that have a men's team as well, but Mark wants to focus on women's soccer.
 - Is NWSL still in the future? Mark said 8 years ago they could have gotten a team for \$3M. A few years ago it was \$55M. Denver just got their team for \$150M. The goal of the Columbus Eagles from Day 1 was to bring professional women's soccer to Columbus.
 - Collin Hill asked "How long has the WPSL been around? Are there any non-competes to prevent USLW coming into Columbus and undercutting the Eagles?" - WPSL has been in existence since 1996. Mark is not worried about WPSL's viability, the league is solid. He said there is no guarantee of another team/owner coming in and undercutting the Eagles.
 - Kourtney Sullivan asked "How many partners do they currently have in WeFunder and how many are you looking to expand?" - Mark said they're going to offer a percentage of ownership to the public.
 - Kurtis Roush asked "Will all games be at the Fortress this year and how long is the agreement?" Mark said it is currently a one year agreement and it will be reviewed annually. With their current average attendance at 250 fans per game, they're able to more easily afford the Fortress versus HCS.
 - Collin asked "what is the current financial ask of the Nordecke and what will the funds be used for?" - Mark passed out a packet detailing the sponsorship perks. Warmup shirts worn by players that say "The Nordecke's got our back" on the back, Nordecke banner hung in stadium,

website sponsorship recognition, social media/email promotion, 5 VIP season memberships.

- Collin asked “Do you already have a jersey sponsor?” Mark said at this time they don’t have a presenting sponsor for the jersey, that sponsorship level is \$15K to get the sponsor name on the front of the jersey.
- Asked about clarification of the fees and potential increases noted in the contract. Mark said yes, that is correct as they believe that a more successful team is worth more in sponsorship fees.
- Kurtis asked “Would you be open to Nordecke sponsoring a girls youth soccer team to attend the Eagles match sponsored by Nordecke, etc, which would hit Nordecke's core mission of supporting soccer in Central Ohio”. Mark said yes, they would be open to things like that. Anything that helps them bring people to the match to see the Eagles play is worthwhile.
- Asked “what is your viewership on Eagles tv?” Mark said it varies but at one time they had 1K viewers, but they’re all over the world.
- Brad asked “Would you be open to a yearly contract that is reviewed annually for renewal?” - Mark said yes, they are open to that. They prefer longer sponsorships because searching for new sponsors takes a lot of time and effort, but other sponsors do choose annual agreements.
- Collin asked when they need a decision - Kathy said that there is not a deadline, take the time you need to discuss and decide.

- Updates

- Chairperson - Kourtney Sullivan

- Soccer for All

- As of Monday, Ty & FO leadership had a discussion and verbally confirmed that Soccer for All will be happening. They have not set a specific date because they are planning a different matchday event involving a “certain entity’s” schedule because based on that entity’s schedule, as such they want to leave the other matchdays open until that is confirmed, then they will pick the SFA night.
 - They have confirmed SFA will take place in June, but no date is set.
 - All 3 matches in June are currently spoken for in terms of a sponsor and theme.
 - This has all been verbal, there is nothing in writing from the FO confirming that SFA will actually happen.
 - A question was asked why it’s called SFA and not Pride. Kourtney said it’s an MLS position to not be political and call it Pride. The organization has morphed the justification to say it’s because June is Pride Month and Juneteenth is also in June.
 - A question was asked if Kourtney was given a timeline by the FO, she said no.

- A question was asked if Kourtney or anyone on the board knows who “the entity” is? Kourtney said no, we haven’t been told who it is. Ty has implied that it is someone “big”.
 - A question was asked if the “entity” is someone that is actually related to Pride/SFA - Kourtney said no, but they’re related to soccer.
 - Merchandise - Brad Holloway
 - Membership kits are in Columbus! We will have a packing party soon.
 - SuppCo is printing shirts now.
 - Community - Emily Kegg
 - Please bring all old gently used (or new) sports equipment to the 4/5/25 tailgate to donate to Leveling the Playing Field!
 - Doesn’t have to be soccer equipment, any sports equipment is needed.
 - Checkout the SignUp volunteer website to sign up for upcoming volunteer events.
 - Next event is 4/12/25 at Mid-Ohio, please sign up by tomorrow if you’re interested in participating.
 - A question was asked if Nordecke will be doing anything with Capys tickets for OC round 3 - Kourtney said that it’s a possibility.
 - Kourtney would like to try to do a pre-match family picnic and include the Riverhounds fans, if possible.
 - Brandon asked about North Lot parking issues for OC matches. The Board will follow up with the FO about the issues.
 - Travel - Kurtis Roush
 - We sent 55 fans to SD and 25 fans to DCU. We’ll be sending over 60 to StL.
 - We’ll be doing a group event with St Louligans.
 - There are 4 home games in May. Philly, Montreal, Miami will be ticket-only and will be posted next week.
 - Charlotte will be a full bus tour, posted within the next week or so most likely.
 - Creative
 - Tifosweat needs to be finished by the end of April to have it completed and netted in time for HiR. Brent will be gone 5/1-5/25 out of the country.
 - Because it will be a larger display, Ty will want to do a test lift the day before the match.
 - Kourtney asked if there is a team or volunteers to lead the tifo lift since Brent will be gone, he said that it’s in the works.
- New Business
 - Nordecke Town Hall
 - 4/9/25 at Seventh Son, come hang out with the Board from 6PM to 8PM! It is less formal than a board meeting, feel free to come and have discussions with the Board.

- Crew to Cleveland updates & plans
 - Buses - Board offered to the FO to open buses to any fans, not just Nordecke memberships due to the tepid response/interest from members.
 - Kourtney said if the buses are opened to the public, Nordecke will not sign any liability forms or take any responsibility.
 - Norman gave a recap of the call with Molly yesterday
 - The purpose of the call was to go over logistics getting to/from Cleveland with matchday experience supplies (drums, etc).
 - The call started with the question about buses & travel, asking how many Nordecke members signed up. Kurtis said that there were 30 yeses & 20 maybes. FO said they would have to “rethink” about the tailgate if there wouldn’t be enough buses to “shape” the tailgate.
 - There was no answer as to who is hauling what up to CLE from Columbus, no updates on if Muni parking lot passes will be available, who will get parking passes, etc.
 - FO would store all drums and materials in a spare team locker room. They need drum info by 4/11, load in would be 4/16.
 - FO wants a march to the stadium but we don’t have mobile drums. In order to set that up, we would have to coordinate borrowing a bass, a quad, and a snare, but that would also require having drummers available.
 - Ty is supposed to send a photo of the dawg pound ADA area so that Norman and Brandon can figure out the drum section.
 - Discussed having two separate departure times for the buses back to Columbus due to the “on field experience” plus the tear down time.
 - That’s when the changes to the matchday experience were announced. Due to “enhanced security”:
 - No banners - the FO claims that fans have smuggled in banners with hateful messages in the past.
 - This is a Crew & Browns stadium staff decision, not an MLS decision. But it was noted that the MLS has frequently changed security rules around Miami games.
 - Brandon asked if we would be able to hang our banners if this match were being played in LDC, and Molly said no, it would not be allowed at LDC versus Miami.
 - Kurtis stated that this will be interpreted as the FO silencing Nordecke's voices through banners, and Ty essentially said “noted”.
 - Trent said that because of the changes to the matchday experience, he doesn’t feel comfortable

asking our volunteers to volunteer at the CLE match.

- FO initially stated that Miami fans would be offered a yellow shirt and remain in the Nordecke section because there was no place or section available to relocate Miami fans. Today an email was received from Molly saying that if they refuse the yellow shirt, they'll be relocated. Which means there was always an option to move Miami fans out of the Nordecke sections.
- When pressed again on Miami fans being in Nordecke, Ty's response was "that's on the Nordecke STM holders who sold their tickets to Miami fans" essentially.
- A question was asked about sectioning off the ends of the dawg pound for Miami/Messi fans. Brandon said that they can follow up again with the FO about doing something like that.
- Molly has said that the banner decision will not be discussed again.
- Ryan expressed a safety security concern for our volunteers because our capos and drummers could be a target.
- Trent motioned in Slack that Nordecke does not provide capos, drums, or a march for the Cleveland match.
 - Kourtney asked if we have numbers yet for capos and drummers that will be attending. Norman & Brandon said no but they know mostly who is not attending. The attendance is already expected to be light.
 - Kourtney asked to put a pin in this motion until we talk to the capos and drummers to get their feelings on safety in addition to who will be attending.
 - After several discussions regarding boycotts, whether or not to participate as drummers/capos, etc, Kurtis suggested that the board make a decision by early next week regarding how to handle Cleveland, once Gameday leadership has a chance to talk to the drummer and capo volunteers. The board will remain open to discussion at the Nordecke Town Hall next week and then make a decision afterwards.
- Non-Alcoholic Tailgate tent & future tailgate ideas - Darren
 - Darren started a NA tent at last week's tailgate with mocktails, NA beer, soda, water, etc. He would like to focus on having more NA presence at

the tailgates because he's heard through the grapevine that people don't attend the tailgates because they think it's all about alcohol.

- Darren is looking for feedback about what he can do for future tailgates.
- Collin asked if Darren would be ok for Collin to bring up at the next FO meeting possibly creating a NA section of the Nordecke.
- A suggestion was made about making the NA section/tent more visible/easily recognizable.
- Brad also suggested that the Board can make a graphic with a map showing where the NA section will be at each tailgate.
- Chris offered to trade his tailgate parking spot to Darren to provide a better location.
- Darren asked about Nordecke financing the NA drinks. Brad said that for 2024, the people that provided the NA drinks gave their receipts to the Nordecke for reimbursement.
- Seventh Son is considering starting mocktails and they have NA Assistant Manager, they would possibly be a great partner for the NA drinks.