



## Nordecke Board Meeting Minutes

Date: July 10, 2025

Time: 6:00 PM

Location: Columbus Metropolitan Library, Hilltop, Meeting Room 2

Attendees: Ravi Pandey, Paco Argondizza, Allison McKinley, Trent May, Emily Kegg, Brent Miller, Kurtis Roush

- Updates
  - Chairperson
    - No updates.
  - Communications
    - Allison is filling in for Collin tonight as he is coming back from vacation.
    - Mid-season surveys
      - Going out late, apologies for the delay.
      - First survey dropped today, second will drop next week.
      - First round includes partnerships, community, and communications.
    - Nordecke Goes Green
      - Working with COTA, Franklinton Cycle Works, etc.
      - Educational event to learn about alternate ways to get to the stadium.
      - There will be tents set up for each partner at the match so that Nordecke members can interact and learn more from them.
      - July 25th match
      - A motion was approved for \$1500 in costs to help cover the project costs.
  - Community
    - Huge thank you to everyone who came out to the Pride parade march!
    - Prideraiser is still open until July 15th. If you want to contribute more, you can still adjust your donation total. The money goes to Kaleidoscope Youth Center.
    - Dash for Donations - Saturday 7/12/25
      - 7 members signed up to participate.
      - There's still time to sign up if you want to join!
      - Registration is on social media, the Nordecke website, and community sign up genius page.
  - Creative
    - Pride tifo had some hiccups likely due to the rain making it stick to itself a bit. Thank you to everyone that came out and gave their time to volunteer!
    - Next tifo - 8/23/25 - 30th anniversary theme



- Will focus on the 30th anniversary of the team.
- Artwork and fabric is in. First day of work will be 7/21. It will be another 3 panel display but 3 separate panels, not sewn together like HIR.
- Finally have budget info from the FO for a new tifo space. Probably won't be sufficient to get the amount of space that we need. We will likely either not have our own dedicated space, have to continue using the existing space, or consider supplementing with Nordecke funds.
- Gameday
  - Thank you to everyone that worked on the pride tifo and the new pride banners!
  - Lots of upcoming matches with a bit of a weird schedule. Will need a lot of help getting banners out, especially for the weeknight matches.
  - Hell is Real - 7/12
    - HIR march to the match will start at Cobblestone. Step off around 6:15PM.
    - Cincinnati fire department does not want smoke to be deployed during the march. Ty said that this was not something that was known previously but has been a rule forever.
    - Nordecke can't control it, but any fans that are blowing smoke and are caught will be banned from the match. Nordecke will not be deploying smoke for the march to the match.
    - Last year there was an issue with Crew fans pulling down artwork on the way to their seats. Please do not touch any artwork that does not belong to you.
    - Brandon is planning to bring a drum, Paco and Kurtis are bringing their megaphones, there will be a closet available to store items at the stadium.
    - Crew fans will be held for 15 minutes post final whistle before being allowed to leave. If you want to leave early, you need to be out of the stadium by the 80th minute.
    - All tickets for HIR has been sent. The gameday team will be very busy on Saturday, please try to access your tickets on SeatGeek ahead of time.
  - Bald tailgate was a lot of fun, thank you to the capos and drummers for spearheading the NEAT shirts!
- Merchandise
  - Kids Club
    - Putting on the final touches, should be launching soon!
  - Fall merch
    - Working on some different and unique new merch for this fall!
- Partnerships



- Nordecke Town Hall Meeting
  - Tuesday 7/15/26 from 6PM to 8PM at the lower level event space (will move to the patio if the weather is good).
- Nordecke Takes Over Franklinton - 8/9/25
  - Away watch party at Land Grant with local partnerships, waiting to hear back from most of the partners..
  - It's intended to be an all day event, starting at 12PM until the game is over.
  - We will have more of an update next week after the next FO call.
- Strategic planning-
  - Ravi spoke with Paul who has a strategic consulting company to understand the mission, vision, and core values of the Nordecke. Met with Paul and Kourtney to discuss how to develop these things in light of the updates to the bylaws. Working to determine how we can bring more value to our members and to improve the organization.
  - Definition of mission, vision, and core values - zero cost for the two to three week project.
  - Membership survey data (why are they members, what value to they see in us, etc) - \$3,000.00 proposal.
  - Benchmark survey (look at other supporter group data, buildings on membership survey) - \$8,000.00 proposal.
  - Ravi will share all of the documentation in slack and bring forward a motion for the first step.
- Travel
  - Seattle & Nashville
    - The Seattle away match was last week, we sent around 40 fans. No issues at the match.
    - Nashville is next week, around 35 fans will be going.
  - Cincy Hell is Real Match
    - Cobblestone is good to go, we will have plenty of Central Ohio beer available.
    - Cobblestone confirmed portajohns will be available and there will be a food truck on site.
  - August Games
    - Earlier today Kurtis scheduled a meeting with Crew York.
    - Will begin working on August matches once we're past HIR.
  - Busses for Future Matches
    - There's a significant contingency of fans that like having buses available to away matches, however there is a high cost for buses.
    - In the past it has been a struggle to fill the buses for these matches.



- We've only sold about 33 seats on the Cincy HIR match, which did allow the Nordecke to break even on this match.
- At this time, Kurtis is not planning to offer buses for any away matches for the rest of the season due to lack of demand. This will be revisited if there are any postseason matches within driving distance.
- Supporter group meet ups, hotel blocks, etc will continue to be offered to membership when available.
- Brent mentioned that Nordecke has used smaller buses and vans before as well.
- Kurtis mentioned that he's still looking for a deputy for the travel director.
- Kurtis also mentioned that he is looking at working on a carpool signup to help people get to away matches.
- New Business
  - Cleveland Post-Match Survey Update
    - Survey results are posted in the Zoom chat and will be posted to the slack general channel tonight. Brian will also be updating them to the website soon.
    - The reason behind the survey is because essentially as soon as the match started there were concerns and complaints about parking problems, food/drink issues, away fans in the Nordecke section, etc. When the board discussed these issues with the FO, the FO representatives said that the post match survey didn't go out to STMs for the Cleveland match because "they wanted feedback from others".
    - The board felt that it was worthwhile for a survey to be put together to give everyone a place to voice their opinions and concerns.
    - Highlights
      - Majority of the results were completed by people that attended the match and are STMs.
      - Most felt their seats were comparable to their seats at LDC.
      - Most were able to access their food/drink vouchers.
      - Most felt that their reps were communicative with them about the match.
      - Most did not have issues with parking.
    - Lowlights
      - Overwhelming majority said that they would not attend another away "home" match.
      - Majority of the respondents traveled 2-3 hours to get to the match, which means most of the respondents were not from Cleveland.
      - Most people that responded to the 'opt out' question said yes or maybe.



- Most people did not feel that the Nordecke provided a home field experience.
  - This was the Nordecke's goal, to show the FO that the home Nordecke experience cannot be replicated in Cleveland.
- The board reached out to the Crew Fan Council and partnered with them on the survey. They reviewed the survey and provided edits and were included in the review of the results.
- Leagues Cup Ticket Purchase
  - The board decided not to purchase the full amount of tickets for the Tuesday Leagues Cup matches. The first match against Puebla will have the normal 203 tickets available for purchase through Nordecke.
  - This decision was made due to ticket sales being much lower this season.
  - If the team moves into later rounds in Leagues Cup, ticket purchase decisions will be reevaluated for those rounds.
  - Brent added that one of the main driving reasons the Nordecke purchases and sells tickets is to ensure access to tickets for people that can't afford season tickets. This season there has been a lot of tickets available on the secondary market and tickets through the Nordecke have had very slow sales. There does not appear to be an issue with non-STMs having access to match tickets for the upcoming Leagues Cup tickets.
  - Brent also mentioned that the Nordecke does not make a significant amount of money on ticket sales.
  - Trent added that the FO also seems to be struggling to sell tickets and we don't know what sort of sales and discount offers they'll be offering that we would have to compete against.
- Open Forum
  - Nick asked if the board asked the FO about banners being hung in the Nordecke for Crew2 matches. Brent said that the FO's answer was "we'll look into that and let you know". Ravi said the next FO meeting is Thursday and they will follow up with Ty on an answer.
  - Today is Capybara Appreciation Day!
  - Access to water at the Crew2 matches is very limited.
  - Ravi said that the away watch party for Hell is Real will be at Seventh Son and Land Grant, please try to stop by one or both parties!

Action items

