



Nordecke Annual General Meeting Minutes

Date: January 11, 2026

Time: 12:00 PM

Location: Seventh Son Brewing

Attendees: Kourtney Sullivan, Bud Tyler, Paco Argondizza, Brent Miller, Kurtis Roush, Brad Holloway, Emily Kegg, Collin Hill, Bethany Janney

- Directors Year-In-Review
 - Chairperson - Kourtney Sullivan
 - Communications - Collin Hill
 - Collin introduced himself and thanked Chris for helping provide a smooth and robust transition into the Communications director role. Collin recognized Allison as his deputy in 2025 and that she was a huge help throughout the year. Collin recapped that the accomplishment he is most proud of was working to hold the front office accountable with regard to their double standards and to update their flag policy. Allison will be resigning soon, Collin announced that Bethany will be stepping into the deputy role.
 - Norm asked about sunseting Twitter/X and introducing BlueSky to the social media group. According to the mid-season membership surveys, BlueSky had the most increase and growth in followers (and we have more followers than InterMiami).
 - Brian asked if we have the most followers on Twitter, why did we not turn off the comments and continue to post there. Collin said that the reason is because initially we made a tweet to sunset the account. Collin later took that point back to the board for other opinions; they felt that continuing with BlueSky was a better choice for the goals of the organization.
 - Chris asked about anything that Collin felt he didn't accomplish in 2025 that he wants to focus on in 2026.
 - Collin said that he and Bethany plan to focus on updating the website, including adding our mission statement and other updates. We're also looking into possibly transitioning into something like Google Workspace to centralize our documents, email, data retention, etc.
 - Community - Emily Kegg
 - Emily thanked everyone for their participation in the events this year.
 - She introduced Valerie Messmer as her deputy for 2026.



- Emily's goal for 2026 is to aim for 100 members to participate in the Pride march.
- Chris asked if there was anything in 2025 that she didn't accomplish but will focus on in 2026.
 - Emily said no, not really, she was able to accomplish her goals for the season.
- Creative - Brent Miller
 - Brent said that we put up a lot of great displays this year and had a lot of new people come help out with tifosweat. The year started off a little rough with the learning process, but as the year went on, it got better and things became smoother.
 - Norm asked what went well this year, what is Brent proud of?
 - Brent said that there were over 100 people that came out to help with tifo, approximately a third of that were first timers.
 - He's also very proud of the 30th anniversary tifo and how it turned out.
 - Norm asked what Brent's hope is for the future.
 - Brent is hoping for a new tifo space. The current tifo space is challenging on a number of levels. It is too small for the work that we do, we can't lay out a full panel to paint in that room which slows everything down. The other challenge is that we are running into a lot of problems with the landlord, we were informed on Friday that we can no longer hang panels from the ceiling to trace. He is still in the process of looking for a new tifo space.
 - Chris asked how collaborative the front office is being.
 - Brent said they're being as collaborative as they usually are, they don't share their plans, etc. They did at least significantly increase their budget for the tifospace rent, it is not enough for what we need but it will still help.
 - Norm asked about materials issues from 2025.
 - Brent said that the nets have been replaced. Part of the issue is a lack of knowledge of the stadium rigging system, but the FO has not sent schematics or any information to Brent despite he's been asking for a year.
 - Collin asked if there are any particular skillsets that are needed from the tifosweat volunteers.
 - Brent said that we can always use people that know how to sew. Graphic design is always helpful too if someone is interested in designing a tifo.
 - Kourtney asked if Brent could give an update on any banners that need repaired and if they haven't been repaired, why.



- Brent said that according to the FO there are certain banners that once they leave the stadium, they will not be allowed back in, even if they are only taken to be repaired.
- Chris asked if he was given a reason. Brent said that he was told that certain banners are grandfathered in. The FO's logic now is not that a specific design is grandfathered in but that a specific banner is.
- Alex asked about artist recruitment.
 - Brent said that if anyone is interested in creating art for tifo, they can reach out to Brent on bluesky, slack, the Nordecke website, etc. He is always looking for new art, new styles, etc to connect with.
- Chris asked if there is anything that he didn't accomplish in 2025 that he wants to work on in 2026.
 - Brent said that a new tifo space is the biggest one, there's also some tifo designs that he would still like to use.
- Matchday - Paco Argondizza
 - Paco introduced himself as the interim Matchday Experience director this year. Paco focused on communication, diversity, and safety in 2025. He wants to focus on improving social media presence and communication in 2026.
 - Ryan asked if Paco was able to work with the drumline to accomplish any goals in the past season. Paco said he was able to work with Norm to gain more understanding and knowledge of the drum team.
- Merchandise - Brad Holloway
 - Membership decreased by about 14% from 2024, mostly contributed to Cleveland match and loss of Cucho.
 - Going forward, Brad is excited to see what Melanie has planned for the role.
 - One thing he didn't accomplish in 2025 is rolling out the Kids Club. They had some issues to work out on the back end and it looks like Melanie has a great team in place to hit the ground running and launch the Kids Club.
 - Bud asked about membership decrease and if we've considered sending out a survey to past members to ask why they chose not to renew their Nordecke membership.
 - Brad said that isn't something that he had considered but that he thinks it is a good idea to look into.
 - Collin asked about the typical playoffs membership push not happening in 2025.



- Brad said that he thinks part of it was due to the product on the field and also partly due to the fact that Nordecke made it clear early on that memberships would close on Decision Day.
- Travel - Kurtis Roush
 - Kurtis said that we set a record for the number of away match tickets sold in 2025, though this should be with an asterisk because three matches were Hell is Real matches.
 - Kurtis focused on a communicated pregame plan for all away match activities and worked with away area supporter groups. He also worked with opposing team supporter groups on prematch activities in some cities such as St Louis.
 - Kurtis also tried to focus on building the excitement level on away games. He started the instagram photo contest this year for NorOnTour with scarf giveaways for each match and there will be an end of year contest as well.
 - Kurtis introduced his deputy for 2026, Jon Shecket.
 - For 2026, Kurtis wants to continue building awareness of NorOnTour. He is also working to get away match tickets available much earlier this year so that fans can make travel plans with plenty of notice.
 - Brian asked about differences in away supporter ticket pricing.
 - Kurtis said that a lot of that is allegedly supply and demand per the front offices. The home club for each match is the one who sets the ticket prices for the away supporters.
 - Allison asked about group buses to away matches.
 - Kurtis said that most fans seem to want to plan their own transportation to away matches. Other than Cincy away matches, we won't be focusing on arranging bus transportation for future matches. However, if there is enough interest for certain trips such as Chicago, that will still be a possibility.
 - Ryan asked if we have data for away matches ticket purchases to see how many of the purchased tickets are from fans local to the away area versus from Columbus.
 - Brad said that for Cincy, approximately 98% of the purchased tickets are people traveling from Columbus. For other matches, he said it's usually closer to 80%.
- Partnerships - Ravi Pandey
 - Kourtney read a letter from Ravi as he wasn't able to attend the meeting.
- Organizational Updates
 - Membership Update



- Kourtney discussed a possible new partnership with a local organization to help host away parties, host watch parties during the World Cup break, help boost Nordecke online, etc.
- Kourtney also discussed looking at new community outreach events such as setting up a table at farmers markets, ComFest, etc.
- Katie asked about the plan to connect with the local soccer community.
 - Kourtney said that our current partnership with Columbus Eagles is coming to an end and we will be connecting with them soon to discuss the future partnership plans. For 2025, Nordecke purchased 20 season ticket memberships to donate match tickets for the Eagles to local soccer teams.
- Allison mentioned that she would like to see continued participation in the Nations Cup and continuing to work with the FO on putting out our branding and organization information.
- Nordecke is looking at implementing auto-renewing memberships. Members would have an option to opt-out online. Brad asked for feedback from the membership.
 - Most seemed in favor of implementing an auto-renew option.
- Financial Update - Bud Tyler
 - 2025 was not a good ticketing sales year. Typically we break even on our ticketing sales. This year, we lost about \$34K on home ticket sales. We ended the year with about \$26K in cash, we started 2025 with about \$67K in cash. If we look at our cash balances prior to 2023, we're right about in line with where we started the season previously.
 - We spent \$14K-\$15K on tifos, excluding the tifo space. We pay for the tifo space but the front office reimburses us for a portion of it. We also now have a 50% discount on paint thanks to Nick Mogen.
- 2026 Ticket Agreement
 - Kourtney stated that Nordecke purchased 150 season tickets for home matches in 2026. We were able to negotiate approximately a 20% discount on the ticket price for this season.
 - Norm said that throughout 2025 matchday pushed for 10 additional parking spots in the tailgate lot, without success.
 - Kourtney said that the front office has stated that we do have the North Lot for 2026 and 2027, they've said that our cost for the North Lot passes will increase by \$2.00 per ticket in 2027.
 - Home match tickets sold by the Nordecke for 2026 will remain the same price as last season, \$39 for members and \$44 for non-members.
- Relationship with Crew FO/Supporter Liaison
 - Norm informed the group that Ty Phillips is no longer with the Crew organization. There is a new person that is acting as the supporter liaison



who is coming from the stadium operations/security side of the FO. The team has not officially announced that person's name yet. The FO says that the role of the liaison is both changing and not changing.

- Norm said that we have been told that with this new supporter liaison, even on matchdays, we will have no direct communication with the liaison. The only method of communication will be through email.
 - For comparison, Ty was able to be contacted through slack, email, phone, text, etc.
 - On matchdays, we are now supposed to go to the energy team or experience team.
- Future of Pride Night
 - Allison stated that we asked Molly specifically to allow a Pride Night in addition to Soccer For All. We offered to 100% cover Pride Night and to more fully participate in Soccer For All. It was firmly denied and said that they will continue with only Soccer For All.
 - Brent said that Molly specifically said “we will continue to allow you to do a pride tifo”.
 - Brent also said that many other supporter groups don't focus their tifo displays around the stadium theme nights.
 - Brent asked for feedback on continuing to do a Pride tifo display (not because Nordecke doesn't want to do a Pride tifo, but because of the frustration around Nordecke bringing the only LGBTQ element to Soccer for All night).
- Bylaws
 - The board is working on potential bylaws updates due to the upcoming MLS schedule change. We will be notifying membership as well and looking for input, feedback, etc.
 - We will also be looking to incorporate the new mission and vision statements. The new mission and vision statements will be the main focus on the website update. The board worked with Paul Khacherian to develop the updated mission and vision statements.
 - Mission statement: To passionately support the Columbus Crew, local soccer, and actively serve the Central Ohio community.
 - Tagline: Together We Are Massive.
 - Vision statement: To foster a vibrant soccer culture in Central Ohio that unites Crew supporters and empowers our community.
 - Core values
 - Passionate – We bring relentless energy, creativity, and love for the Crew.
 - Inclusive – Everyone is welcome in our community.
 - Loyal – We champion our club, our members, and our city.



- Supportive – We uplift each other and our community.
 - Community-Driven – Our strength comes from collective action.
 - We are MASSIVE.
- Election Forum
 - Chairperson
 - Kevin Clark
 - Kevin introduced himself. Kevin stated that his near term outlook is that we are on the brink of open warfare with the billionaires/front office and that he feels the organization is not properly prepared for that fight. When he declared for the chairperson position, there were no declarations for 3 of the 5 open positions. He also feels that closing down one of the main methods of communication with membership was not the right choice. He reviewed the BlueSky account today and found 6 key posts in December for Nordecke. The last group he volunteered in had 3000 members and 4 volunteers. The number of volunteers/leaders has grown over the last few years to over forty volunteers/leaders.
 - A question was asked about what his plan is to fix these items.
 - His first step would be to talk to Collin and Bethany about their plan for communications.
 - Calls two and three would be to Kourtney and Alicia to ask them to be executive directors with him.
 - A question was asked about what organization he was involved in.
 - He said it is called NextGen and is for financial planners. His career is focused in financial planning.
 - A question was asked about communication being his primary concern, if he was referring to Twitter/X.
 - He said that X is part of the concern, but also other communication methods and connecting with local leadership and organizations.
 - A question was asked about where he volunteered in 2025 with Nordecke.
 - Kevin said that he needed to take a year off after 2024. He tried to attend a few board meetings and stay connected with others. Most of his volunteering was in 2024 with NorOnTour and other things. Kevin declared for travel director in 2024 and lost to Bud. He learned a lot from Bud in 2024 and others on the board. He led much of the Pachuca trip planning and execution.



- A question was asked about the membership communication and outreach, such as Nordecke sometimes being known as an “old boys club”, does Kevin’s plan perpetuate that or what would be his response to that?
 - Kevin said that he lived that. He became involved in 2015 and knew very little about Nordecke or the organization at that point. He does think that this viewpoint is a deterrent for a lot of people and that they don’t know what we do beyond gameday. He likes to start the conversation by asking what they know about us and going into more depth about what we do, describing how they can get involved, etc.
- Kourtney Sullivan
 - 2025 was a big challenge with about 75% of the board being new directors that needed to be onboarded. There was a lot of growth and learning curves to work through. Not everything was perfect or great, but we have a great group of volunteers. We can continue to grow that volunteer base. We all have a time for how long we can volunteer and participate in various activities like capo, tifosweat, etc. We need to focus on how to engage with younger generations, the local community, and other fans in the stadium. One of the biggest deterrents seems to frequently be petty arguments and issues. We need to look out for each other, we need to let go of the pettiness, and work on growth.
 - A question was asked what she could continue or stop from 2025.
 - Kourtney wants to continue to support the directors. Her mentality is “we not me” when it comes to the board. She wants to continue to focus on collective feedback and collaboration among the group rather than making executive decisions without the input of the rest of the board.
 - A question was asked of both candidates if they will wear the Gumbinho costume for one match. Both candidates said yes.
 - A question was asked how each candidate envisions how it will go with World Cup and how we will promote Nordecke during it.
 - Kourtney said her current focus and initiative is to support our supporter groups and their watch parties. Set up Nordecke tables at watch parties, promote the organization and educate them on Nordecke, the Crew, soccer, etc.



- Kevin said he is planning to travel to some of those cities for the World Cup. It is a great opportunity to engage with community events, watch parties, etc, especially with people that may not typically come to Crew matches or engage with the organization.