



Nordecke Board Meeting Minutes

Date: March 12, 2026

Time: 6:00 PM

Location: Remote - Google Meet

Attendees: Kourtney Sullivan, Collin Hill, Melanie Brown, Paco Argondizza, Brent Miller, Kurtis Roush, Brad Holloway, Emily Kegg, Bethany Janney, Norman Groves, Justin Favela, Bud Tyler

Updates

a. Chairperson

i. Financial Reports & Budgets

1. Alicia and Kourtney have been reviewing the budgets, the spreadsheet is posted with budgets for the first half of the season.
2. Alicia said that we have raised approximately \$24K so far this year from memberships. The cost of the membership kits will be deducted from that. We have around 550 members currently and we've gotten approximately \$1,500.00 in donations that came in with the purchases, so we'll need to decide where to allocate those donations.
3. Emily asked about the jockey box budget item for partnerships. Brad said that a lot of our partners are having a hard time supplying cans due to the price of aluminum and everything going up. The jockey box would be an alternative to the cans where we would be able to have draft beer and use kegs. The brewery partners would donate the kegs and tap handles or whatever is needed to pour the beer with.
 - a. Emily asked if there were any other costs associated with the jockey box. Brad said that there would be the cost of refilling the CO2 tank(s) when they get low. She also asked how many beer partners we think this would be needed for. Brad said it would help 4 to 6 of them.
 - b. There was additional discussion on the jockey box and keg pumps.
4. Bud stated that our current cash position is about \$51K. Our next significant expense is about \$9,300.00 that we will owe for the next two match days, that payment will be due April 6th.
 - a. Ryan asked in the chat what our first game ticket sales look like. Norm said that we sold out our allotment during the first day that they were available in our members only sale.
 - b. Norm explained that ticket sales for Nashville have been slow as the hardest game to sell every year is the first match after



Crewsmas. He encouraged everyone to push their friends to buy tickets from us if they're considering attending the match.

b. Communications

i. AFC Wimbledon

1. Collin said that someone from AFC Wimbledon reached out about partnering for a watch party.
2. Chris LaMacchia suggested also connecting AFC Wimbledon with Vancouver.
3. Paco asked about exchanging a flag or banner with AFC Wimbledon.

- ii. Brad said that El Vaquero on Olentangy reached out just before the meeting about partnering with them for a World Cup ad that they're filming with Telemundo. Collin will connect with Brad on it. Kourtney cautioned being careful about agreeing to this when we are working on a potential new partnership with Viva. Brent questioned what participating in the commercial would do to help the organization rather than just appearing as props.

c. Community

- i. Next community volunteer event is at Mid-Ohio Food Bank on 3/28. We have two spots left.
- ii. New event added for 4/11 with Tot Soccer which is an adaptive soccer program, they've asked for buddy volunteers.
- iii. Prideraiser will be in October, we have 6 games taht month.
- iv. A rep from Ronald McDonald House Columbus reached out to Collin to set up a competition between the RMH Columbus and RMH Cincinnati in conjunction with Hell Is Real. Collin will put Emily in contact with Katie Seifert.
- v. CRIS fundraiser at PintHouse - Emily wanted to raise some funds to put together pantry boxes during the PintHouse watch party but it didn't pan out well. Rather than matching PintHouse's \$220 donation to CRIS, Emily would like to allocate some funds to making pantry kits for CRIS instead.
 1. Emily motioned for Nordecke to allocate \$500 to putting together pantry kits for CRIS.
 2. Second - Melanie
 3. Yes - Kourtney, Collin, Brent, Brad, Paco, Melanie, Emily, Kurtis, Norman.
 4. The motion passed.

d. Creative

- i. Tifosweat is close to wrapping up the tifo for Saturday, it will be netted tomorrow night. Still trying to confirm with the front office if we can use the Astor Garage.
- ii. Pride tifo will be on 5/24 rather than on Soccer For All night.
- iii. Search for new tifospace is ongoing.
- iv. Norm asked if there were any issues with bringing banners back into the stadium after repairs were completed. Brent said that there were no issues to his knowledge, Paco confirmed.



e. Gameday

- i. Paco thanked everyone for all of their hard work with game day, from drummers to capos to tickets, parking, videos, etc.
- ii. Paco reminded everyone that we can always use more help with banners on game day, we will be meeting at the Cover My Meds gate at noon for 3/14.
- iii. Paco mentioned that gameday is working to be more active on socials and appreciates the feedback on the videos he and Ashley have been working on.
- iv. Paco reviewed the new match igniter ceremony and how for the first half of the season we are highlighting our supporter groups and what they do for us, the community, and what they mean to the Crew. The first supporter group recognized was LaGuardia and Diana Lopez was their representative. This week's match will feature GCGBAG.
 1. Paco asked that we focus on trying to do the One Of Us chant during this moment.
- v. Paco said that there were some issues at the home opener with communication due to not having a supporter liaison. There were issues with water to the drum and capo stands, among others. He stated that about an hour before the meeting, the board received notice that Andrew Miller (the stand in/replacement for Ty) is no longer our point of contact and his last day with the Crew is 3/13.
 1. Extensive discussion around the departure of Andrew and the status of a supporter liaison. Our new point of contact is Jerad Preston (head of stadium security). The board will connect with the fan council and determine their official response to the development, after seeing what is said in next week's monthly front office call.
- vi. Paco discussed Morgan Hughes reaching out to him about hanging banners supporting NWSL to Columbus on the capo stands.
 1. Collin said that Morgan also reached out to him about the NWSL to Columbus campaign. Comms is working on a very casual social media promotion of the Challenge Cup match in June, encouraging attendance as a step towards NWSL to Columbus. Collin mentioned that he did discuss our partnership with the Columbus Eagles with Morgan. We haven't signed anything for 2026 agreeing to support the Eagles.
 2. Brent brought up a potential challenge of a NWSL team owned by Haslam Sports Group. We're facing a situation where HSG has been shrinking the front office of this organization and sending more of those responsibilities to Berea, where HSG is based. Adding a third team will improve the issue, but rather it would further divide the attention of the staff that still remains. His intent isn't to not support women's soccer in Columbus, but to make sure that if Nordecke's mission is to support soccer in Columbus and specifically the Columbus Crew, advocating for



NWSL in Columbus could be doing a bit of harm to the fan experience of the Columbus Crew.

- vii. Justin discussed an idea for improving tailgate. He would like to focus on featuring supporter groups on game days that they would volunteer for. If a supporter group wants to sign up for a specific game day and have a caution they want to promote or something like that, we could do sort of a feature session on them, maybe a video for socials, allot an extra tailgate pass to them for that match, and perhaps reimburse them for food and beverages that they may want to bring. This is something that could help bring more awareness to some of the supporter groups like Gem City Massive, LaGuardia, LTA, etc.
- viii. Kaitlin Francis brought up a question about parking in the tailgate lot and how it was a bit chaotic for Crewsmaas.
 - 1. Justin said that gameday has been discussing how to line up cars better and maximize the space available for parking. There were significant issues last week due to construction equipment, rain puddles (lakes), etc.
 - 2. Norm stated that as many people know, the front office did away with the early morning set up last year and forced it to move to noon. This means that gameday is inside the stadium for setup when the tailgate lot opens, which decreases available volunteers to monitor the lot.
- f. Merchandise
 - i. Melanie said membership kit materials are slated to arrive by the end of the month, so she is hoping to have a packing party in early April. She's also working with Brent, Kourtney, and Emily to see if we can have an open house or yard sale type of event at the tifospace where members could use their store credit to buy merch, check out the tifospace, help out with the next tifo, etc all in one swoop.
- g. Partnerships
 - i. Brad said that we've onboarded High Banks as a new partner this year. They would like to host a watch party for decision day in their new event space. There would be an admission price, but it would include unlimited food and possibly beverages. It would be open to the general public and Nordecke members, with the caveat to entice members being that they would get a discount on the admission cost.
 - ii. Spires wants to do a patio brew for the Hell is Real game as they are our brewery partner for that match. This would take place in late June/early July. They would invite Nordecke out to their brewery to come up with a beer for that game.
 - iii. Brad mentioned needing to schedule the Nordecke Town Hall for the second quarter. Kourtney asked Brad to put that in Slack and create a poll to see what dates work best for everyone.
 - iv. Brad said that Grandview Theater and Bobcat's Brewing will both be hosting watch parties on 3/21. Grandview Theater will open their doors at 11:00AM, kitchen will open at 12:00PM. They'll show the game in the main theater from



1:00PM to 3:15PM, then we would have to immediately exit as they're showing a movie at 3:30PM. Brad will send the info to comms to put out on socials, Grandview Theater has provided a link to purchase tickets (the tickets are free, they just need to know how to staff appropriately).

1. Emily asked how many people the theater holds. It can hold about 150 people.

h. Travel

- i. Kurtis said that the first two travel games went well. We sent about 50 fans to Portland and 30 fans to Kansas City. There are about 20 people coming to Toronto next week.
- ii. All NorOnTour tickets through the World Cup break are now on sale on the Nordecke website.
- iii. Work will continue on the post WC games to have those tickets available as quickly as possible. There will be a lottery for Cincinnati as usual.
- iv. Kourtney asked if we have heard anything about a contact from the club for our supporters. Previously it was the supporter liaison, not to every match, but to the bigger ones. Kurtis said that he believes the MLS rule is that if we send more than 50 fans, we're supposed to send a club employee. Previously that was Ty. We haven't reached that threshold yet this season, but there is a group text during every game between Kurtis, Andrew Miller, a designated supporter if Kurtis isn't there, and the other team's security just in case there are any issues.
- v. Norm asked about the group text. Kurtis confirmed that he has Andrew's cell phone number and he was sworn to secrecy not to give it out. Kurtis confirmed that there was no resistance inside the front office regarding the cell phone usage. Kurtis also mentioned that Andrew called him during last week's tailgate because he needed to talk to Rick about something regarding the tifo.

New Business

- a. Rick gave a shout out to the comms team for all the work they've put in over the last few weeks. Bethany mentioned that Fati had already jumped off the call, but she has been phenomenal since she stepped in as the social media coordinator for us.
- b. Brent brought up the supporter summit. Kourtney suggested pivoting the format to make it a true supporter summit with representation from each supporter group. This is intended to prevent the event from becoming another Annual General Meeting (AGM) or monthly board meeting where only the board members are speaking.
 - i. Kourtney proposed shifting the Supporter Summit to the World Cup break, specifically sometime in early June, to allow for appropriate planning and energy to execute the event correctly. Alicia suggested turning the event into an open house where supporters groups could have tables for individual conversations, in addition to a formal sit-down component. Norm suggested replacing the second quarter social with the supporter summit. He also expressed concern that



scheduling during the WC break might affect the bandwidth of supporter groups as well as overall turnout.

- ii. Brad suggested scheduling the event in late April or May before summer vacation to maximize attendance. Alicia suggested that holding the event on a Saturday, rather than a weekday, would improve turnout.
- iii. Kourtney will push further discussion on Slack.
- iv. Supporter Groups
 1. Norm stated that parking continues to be at a premium and was a hot button issue this week. There was an issue with passes being set aside for supporters groups and therefore how a supporters group is defined under the collective.
 2. Chris LaMacchia asked if there is a current formal definition published anywhere. Brent confirmed that the current bylaws loosely define a recognized supporter group as one that has requested to be part of the collective and agrees to adhere to the bylaws.
 3. Norm expressed concern that the current resurgence in groups asking to be recognized is primarily motivated by obtaining a parking pass and avoiding the general sale. Alex suggested that a minimum membership threshold should be required to prevent the gaming of the system.
 4. Norm also emphasized the need for a solution that provides representation at the tailgate while ensuring groups are true members of the collective who contribute to the overall organization.
 5. Brent mentioned the idea of using an application form, similar to what is used for the Independent Supporters Council (ISC), to onboard new members into the collective. Chris LaMacchia confirmed that a form has been used in the past, with Server 96 and Black Flag having filled it out, and offered to help locate the document. Norm suggested working to resolve these issues during the upcoming break between games to alleviate the current pain points

Open Forum

- a.