

Section 8 Chicago Board Meeting



7:00 PM March 5, 2019 | Schubas Tavern (3159 N. Southport Ave, Chicago, IL 60657)

Board Members:

Nicole Hack (Chair); Marty Tomszak (Vice Chair); Karl Schuster (Communications); Moria Dailey Nestmann (Marketing) Sean Callaghan (Events); Nate Thompson (Fundraising); Oliver Kolb (Operations); Carri Alldredge (Finance)

AGENDA TOPICS

Agenda Approval and Approval of February Minutes | 1 Minute | Presenter: Nicole

Purpose: Decision.

Result: Approved unanimously on both counts.

Chair Update | 5 Minutes | Presenter: Nicole

Purpose: Inform.

- The board is growing in chemistry and Nicole commends the ISA for their continued progress.
- The new MLS Code of Conduct was released by the league, all supporters should read, understand, and commit to it. Specifically, all STHs in designated supporters section as well as purchasers of single game tickets will be required to sign it via Ticket Leap and/or an email from the CFSC. The ISC will be in continued dialogue with the league on the CoC as there are some glaring oversights present within its text.
- 107ist statement is being echoed by the ISA but our Communications Director will follow up with our own statement.
- Orlando is in town on Saturday and we will be hosting Iron Lion Firm at the tailgate. There might be an afterparty in the works at Reggies, stay tuned.
- Drive Studios from Denmark will be visiting with us and recording an episode on supporter culture at the home opener.
- International Day of Eliminating Racism (March 21st): community activities will be held at the March 16th or March 30th game. Social Media blitz will lead into that week.
- May 11th, Minnesota will be in town, True North Elite wants to do a joint scarf and/or a cup for charity. The ISA is open to ideas for this.
- Rock Against Racism? Fredo would like to do a concert for May 25th against NYCFC (in response to the latest news about Proud Boys and other White Nationalist groups utilizing NYCFC matches to recruit).
- The Season Kickoff Gala invite was made personally by John Urban to thank members of the group involved in final negotiations with CFSC to end the boycott. Any inquiries about this process may be made to those that attended.

Financial Update | 5 Minutes | Presenter: Carri

Purpose: Budget.

- Carri made a large deposit into the checking account so we are in good shape. Additionally, the first commission check will be a big boost after we signed an agreement with the CFSC for ticket sales revenue in designated supporters' sections.
 - We still have insurance bills to pay but should be good to go in terms of general liability, board of directors, and capo stand.
 - Budget is still being formed as a better grasp of finances is gained.
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Vice Chair Update | 5 Minutes | Presenter: Marty

Purpose: Inform.

- The Fire for Food Drive is going well. We are past the \$2,500 mark.
 - Discussions are ongoing with Chicago Community Kitchen about a partnership.
 - There is potential for hosting a Newcastle Brown Ale release tailgate later this season to benefit FFF.
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Operations Update | 5 Minutes | Presenter: Oliver

Purpose: Inform.

- Opening day Tifo looks good! It was truly a community effort. Well executed!
 - Forecast looks dicey for Saturday so we may not be able to bring it out for too long.
 - March 24th Tifo build at Pendulum Space (noon-six). This will be a springboard for a tifo idea in which everyone floods THE with two poles. This tifo is currently slated for the 4/20 double header with the Red Stars.
 - Early April will be another opportunity for Two Pole build at Pendulum.
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Communications Update | 5 Minutes | Presenter: Karl

Purpose: Inform.

- 8 Track: This will be released for home matches the Thursday before kickoff, away matches Friday before kickoff, and Weekday matches will see a release as soon as possible.
 - Karl crunched the numbers and our newsletter is doing very well.
 - Record setting days for the press release and calling Don Garber out for being an asshole.
 - Metrics are great!
 - Blog post coming for Anti-Racism Day as well as to the ISC's commentary on the MLS CoC.
 - Dan Giroux wrote an article on the history of the S8 aesthetic.
 - We heard back from Google! They want a 90-day dated 501 3 c status note before proceeding with Gsuite but this will be resolved shortly as the letter is already en route.
 - Karl is implementing a two-week deadline for events to be promoted. This is "best practice" in the industry and also respects the time of volunteers.
 - Call for content! If you want to write it, we want to publish it!
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Merchandise Update | 5 Minutes | Presenter: Nathan

Purpose: Inform.

- Budget is set and we will be looking at printing soon.
 - Grab bags and discounted merch will be available this Saturday to liquidate stock and increase our coffers.
 - Call for tailgate hosts. There are plenty of dates open so if you have an idea, let us know!
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Events Update | 5 Minutes | Presenter: Sean

Purpose: Inform.

- March and April home and away are up on Ticket Leap.

Marketing Update | 5 Minutes | Presenter: Moria

Purpose: Inform.

- Cohesive voice for S8 is building!

Supporters' Group Features and S8C Content | 5 Minutes | Presenter: Moria

Purpose: Present March's featured SGs and put out another call for content.

- Women's history Month means that we will be featuring a few of the women's groups this year. This will be presented via social media platforms but also in articles on the site and the promotion of women run tailgates and other events.

Update on 137 and the Ongoing Dialogue with CFSC Staff | 10 Minutes | Presenter: Nicole, Marty, Carri, Sean

Purpose: Inform, discuss, and decide.

- The way in which the CFSC is treating 137 from the get go has been disheartening.
- Ingress Egress plan seems to be confusing and very limiting.
- Ticketing scenario in 137 will be resolved shortly.
- Updates on tailgate areas, bus drop off, tifo policy, banners, flags, etc. will come from the CFSC.

Update from the Team | 5 Minutes | Presenter: Fire Staff

Purpose: Inform.

- No one from the Fire attended the meeting.

Open Floor | 15 Minutes | Presenter: Everyone in attendance.

Purpose: Listen, learn, grow.

- For the purpose of privacy, comments made by the general public attending the meeting have been left out.