

Section 8 Chicago Board Meeting



7:00 PM April 2, 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.

Approved.

Chair Update | 5 Minutes | Presenter: Nicole

Purpose: Inform.

Update on the state of Section 8 Chicago.

- Survived the first month of noon home games! Thanks to everyone for their help.
- 2/\$30 tickets for next two home games
- Introduce Andrew new supporter Liaison
- Bi-monthly meetings with Fire and supporter leadership. I'll let Andrew speak more to those later. (We started doing these last year.)
- I haven't been hearing from some board members for days at a time so would like to encourage people to check in regularly
- Trello update for board – add details in the description area that you're responsible for to ensure more efficient communication internally and externally.
- Working with MN on a collaborative scarf design. Proceeds will go to charity.
- MN potentially take buses from Reggie's. After party at Reggie's.
- Cup name? Don't want to force it but losing supporters will donate money to the other team's charity of choice.
- Tony Passero Mural ideas --- tonypassero.com
- National Haiku Day

Purpose: Budget.

Updates on ticket sales, incoming merch profits, necessary expenditures on legal fees and nonprofit operations, a general discussion of our current fiscal standing.

- First payment for season tickets went through. It took a chunk of our current checking account total, but we are still doing well financially.
- We are continuing to build a cushion through tailgates and merch sales which have been thriving.
- Insurance policies have been renewed and we are awaiting invoices to make payments.
- Copies of our current budget were passed out around the room, including a budget for ISA payments to Section 137 (separate sheet). Once 137 has a business account they will begin receiving their stipends. These numbers will be made public at ISA board meetings in the future.
- The first commission check from the CFSC is coming in on April 15th.
- UPS box will be set up to make legal and financial matters run smoother as a permanent address is needed to facilitate many non-profit processes.
- October 8th Committee will have a separate account established after Section 8 is more stable. We thank the committee for allowing us to borrow money over the last few months.

Vice Chair Update | 5 Minutes | Presenter: Marty

Purpose: Inform.

- Updates on Fire for Food, Goose Island Collab (announcement), Newcastle tailgate, Chicago Community Kitchen Partnership, and potential jersey sponsor.

- FFF: we hit 34% yesterday thanks to an April Fools' joke that Lane won.

- We're \$80 from 35%. What a great way to celebrate the board meeting - donate!

- This week the collab with Goose was finalized - Pilsner dry-hopped with all American hops, called Pause and Reflect. Label release (ooohhh, ahhhh). A description and info will be out shortly. It will be released on May 18 at the watch party at Goose Island. We're working with Goose on the potential for canning — it may be available in growlers or 4-packs and a small percentage of proceeds will hopefully go to FFF. Marty will swing by Goose tomorrow for some work on that.

- In terms of more beer, we're doing a Newcastle tailgate at the April 12 match — it's a release for the newly-brewed in-Chicago Newcastle - original recipe with American-grown hops. We're getting free Newcastle and swag to give away.

- In line with that, we have a potential jersey sponsor (we have a potential design), that Newcastle will potentially be a sponsor for! We're waiting on GCFD rebrand to be complete — they'll be sponsoring the sleeve and so the proceeds from these jerseys will be going to the food drive depending on the cost that the sponsor will be covering.

- We met with CCK today, a partner of GCFD, who provide a comprehensive 14-week culinary program. We worked out that they'll likely be covering a tailgate (students and chef-instructors) and they'll be receiving the donations after \$10k for FFF drive — they graduate 3 classes a year, and we'll be providing tickets to their graduating class. On CCK as well, Marty is meeting with Pub 97, Cleo's, the Globe, and potentially others to provide jobs post-graduation (2-week internship) to graduates from CCK.

Operations Update | 5 Minutes | Presenter: Oliver

Purpose: Inform.

Update on match crew activities, calls for tifo designs/construction help, analysis of how the new stadium policies have been implemented, and a discussion of matchday operations in the stands.

- Oliver was not in attendance.

Communications Update | 5 Minutes | Presenter: Karl

Purpose: Inform.

Update on Gsuite, social media numbers, increased website visits, growth of content and new article opportunities, expansion of presence within local media stories, and a general overview of improvement in all things Comms.

- Best Practices for non-profit/activist frame are provided by Brother Karl, there was a handout provided.

- We were approved by Google as a nonprofit and were provided with Gsuite access.

- Ask for IT help in terms of migrating our email accounts.

- Engagement with our social media is continuing to thrive.
- The newsletter is where a majority of our content is. If you haven't signed up, do it!
- Call for content. Please volunteer your ideas and Karl will make it happen. Our expository nostalgic stories are thriving, share your knowledge!

Merchandise Update | 5 Minutes | Presenter: Nathan

Purpose: Inform.

Update on merchandise sales including grab bags, scarves, We Will shirts, and backstock from last year. Discussion of Black Heritage scarf and its success. Potential ideas for future merch items.

- Backstock overhaul has led to funding for the first new merch run, the We Will pocket shirt.
- The pocket shirt has sold half of its stock.
- Reverse colored Tetris scarf will be the first scarf of the season, followed by a Miss O'Leary Scarf.
- Higher quality, smaller orders should be the norm. Price point might be slightly higher, but overstock won't be a problem for future merch directors.
- Black Fires scarf is sold out! There will be a second run ordered, perhaps in a different color. Thank you!
- S8 logo as the second star on a Chicago Flag? Probably.
- Pride night June 22nd will have merch. Flags at least. Potentially more.

Events Update | 5 Minutes | Presenter: Sean

Purpose: Inform.

Update on upcoming watch parties, away travel, and potential community events for April.

- We have switched over to digital tickets through SeatGeek. The process was not smooth but it will be better for us in the long run. Sales will end at 5:00 pm the night before the match and will be available in the app that same evening.
- Please be nice to Sean, he does not work for the Fire or SeatGeek.
- Two for \$30 did very well last week and then we sold out of lot tickets. Attendance in the section is on an upward trajectory.
- LAFC allotted us 300 away tickets.
- Two weeks out is a good timing gauge for away travel purchases.
- Toronto tickets went out. Check your email/spam/junk mail.

Marketing Update | 5 Minutes | Presenter: Moria

Purpose: Inform.

Update on the overall state of marketing as it relates to community outreach, upcoming partnerships with local organizations, analysis of strategy, and ways that supporters can become more involved/share their gifts.

- Moria covers some Ops discussion: missing two poles; come out to a build, we can design it, you paint it; we can do amazing stuff but not without volunteers; April 20th double header with the red stars, Flood the End tifo;
- Another push for photos, captions, stories, etc. in order to make marketing more successful. We need more supporter features. S8C accessibility is exponentially better with such contributions.

- We are looking at additional partnerships with food and beverage companies to grow our outreach.
- Reiteration of CCK partnership, an emphasis on excitement for this project.
- Tailgate activities are in the works including a kids tifo build!

Rock Against Racism | 5 Minutes | **Presenter:** Fredo

Purpose: Inform and announce.

- Fredo could not make it, Moria is taking over the announcement.
- May 11th vs. Minnesota.
- Featuring the Crombies, Death in Memphis, Squared Off, Javier is doing the food.
- Charity is Hope for the Day, grass roots org dedicated to suicide prevention.
- Intersection between suicidal ideation and racial discrimination is clear (through research). We will provide literature through handouts cataloguing this and offering avenues for discussion, mental health care facilitation, and treatment.

Update from the Team | 5 Minutes | **Presenter:** Andrew

Purpose: Inform and introduce the new Supporter Liaison.

- Rash decisions were made last year and many persons are still upset but Andrew is here to mend fences.

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

Purpose: Listen, learn, grow.

- In order to respect public anonymity this segment will not be recorded in the minutes.