

# SECTION 8 CHICAGO

FEBRUARY BOARD  
MEETING AGENDA  
FEBRUARY 8, 2018

Schubas Tavern  
3159 N Southport Ave  
Chicago, IL 60657

## BOARD MEMBERS

### • In attendance:

Dan Giroux (Chair)

Nicole Hack (Vice-Chair)

Jake Payne  
(Communications)

Lauren Morris (Marketing)

Sean Callaghan (Events)

Nate Cubeta (Fundraising)

Oliver Kolb (Operations)

### • Not in attendance:

Ryan Movahed (Finance)

## AGENDA ITEMS:

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### Approval of Agenda

- Approved

### Financial Update

- Finances are great.

### Legal Update

- We're at a good spot in terms of legalities.
- Working on trademarks will be our next objective. We'll need finances to complete this; however, the paperwork is nearly complete.
- More updates forthcoming at our March meeting.

### Update from team

- Fire FO is still looking into ticket allocation and travel details for Fire vs. Bayern on August 28.
- Update from the Village of Bridgeview: there will be no more tailgating allowed after games.

### Setting up new board members

- Onboarding with the 2018 board is going smoothly.
- We're at a good point in comparison to the 2017 season.

### VC Update: Alumni meetup; Partnerships

- A S8C Alumni Board (past/present board members) Meet-Up has been planned for The Globe Pub on Sunday, March 4, 2018.
- Brainstorm for those in attendance: What do we want in return for our partnerships with other orgs (ie. America Scores, Urban Initiatives, etc.)? Formalizing cross-promotional agreements was suggested.

### Opening Day Tifo

- Attempting to finish the opening day tifo this Saturday at TGI from 9-3PM. Those in attendance invited to join. Space not large enough for public announcement/invite.
- Two-pole making events will be back in action for 2018 with the potential revival of the two-pole initiative.
- Family oriented tifo builds will also be planned this year.

### Bus for Tulsa Friendly

- Fire FO plan to host two buses to the game vs Tulsa on March 3. Bus via AJ Hudon's/The Globe + Cleo's/Fado.
- Red Line SG also looking to run bus from Reggie's
- Dan proposes vote. Nicole seconds vote. Vote passed unanimously of 6-0 in favor.

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### Merch Survey

- Appx 300 people responded to the merch survey
- An overview of the results was provided
- Highlighted merch items from survey results: enamel pins, women's jewelry, dog jersey/t-shirt (look for pre-order info on this), sweatshirts, relaxed fit hats, collabs with local brands, items with more prominent S8C branding, and of course, scarves.

### S8OT Update

- MNUFC away on March 17, 2018: 44 confirmed travelers; 19 train tickets purchased; 25 match ticket only tickets purchased.
- Atlanta wants \$40/ticket so we will look into subsidizing a portion of the cost. (Sunday, October 21, 2018)
- Let's go to Columbus! (Saturday, May 12, 2018) With Columbus likely being relocated to Austin this may be our last away trip opportunity to visit our Midwest rivals.

### Watch Parties in 2018

- Discussed the pros/cons of hosting a primary watch party for away games. Asked the questions: how/when did our watch party culture change? - Are they effective? - Do we want to host watch parties? - Should we rely on supporters groups (SG) to host watch parties?
- The theory is for everyone to go to their favorite bar and spread a consistent presence at each bar. Each bar would have a POC and merch.
- If we move forward with this idea, we should try to revive the #S8CWatchParty tag.
- If a SG would like us to promote a watch party, contact us.

### South Side Bus

- Looking into potential bus options for home games from Hyde Park and/or Pilsen.
- Potential bar options: The Promontory (HP) or One City Tap (Pilsen)

### Black History Month

- Honoring Black History Month is well-received by those in attendance.
- What can we do this month and/or in the future to celebrate Black History Month?
- Ideas: highlight players, host a party, highlight fans

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### **March into the Match**

- Had a long discussion on getting people into the stadium early via a "march in", which linked back to past efforts of the #FirstInLastOut movement. Various perspectives, ideas, pros/cons were shared, which will need to be revisited.
- Some but not all ideas consisted of:
  - ▶ "Marching" into the stadium 30 min before kickoff (debate on how much time before kickoff people should get into the stadium was addressed).
  - ▶ Will getting buses to the stadium earlier help?
  - ▶ Potentially offering a concession (beer) special X minutes before kickoff to entice fans to enter stadium earlier.
  - ▶ Will ticket scanners slow down the process of getting a large group into the stadium one time?

### **Anniversary Party Committee**

- Details on anniversary party committee provided by Scott Greene (2016/17 Chair).
- This committee will be in charge of preserving and maintaining the history of Chicago soccer. This will be keynoted by a celebration every 5 years after the anniversary of the Chicago Fire. This will seek to go back and institutionalize our history so it is better recorded going forward. The Committee will have their own budget, non-accessible to the Section 8 board. The committee will be a 5-year commitment (being capped by the party year).
- Members self-nominated themselves to the board at our meeting and included: Scott Greene, Betsy Tomszak, Alex Welden, and Tweed Thornton.
- The board will vote on who takes the positions. Additionally, those running for this committee cannot be on the regular S8C Board.
- Board positions will be and will be determined after the vote: Chair; Director of Finance; Director of Planning

### **Football Aid**

- Football Aid taking place at Toyota Park on March 24, 2018. Play a 90-minute game at Toyota Park for charity (Fire Foundation).
- Do we have enough players to host our own team at a discounted rate?

### **Sector Latino Annual Meeting**

- Saturday, February 10, 2018 at Toyota Park from 12-2PM