

## Magic City Brigade Members Meeting Minutes

6:00 pm, Thursday November 4, 2021.

Meeting attendance was not at quorum. However, attendance was encouraging compared to the previous Members Meeting.

### 1. WELCOME

As the sitting board members present, Simon Iles (Secretary), Nic Gulas (Non-elected) and Trent Giles (Non-elected) welcomed everyone to the meeting. Simon offered up preliminary thoughts and thanked those who ran for board positions this year.

### 2. ELECTION RESULTS

Nic Gulas, who oversaw the online voting process, announced the winners of the biennial board elections.

- **President:** Simon Iles
- **Vice President:** Drew Nelson
- **Secretary:** Skyeler Rutherford
- **Treasurer:** Dillan Reed

Simon, Nic and Trent offered congratulations to all who won, and thanked Joe Garcia and Christopher Cone for running for President and Vice President respectively.

### 3. MEMBERS QUESTIONS

Before questions were heard, a member wanted to express their gratitude to the sitting Board for running the group through a difficult period. Nic, Simon and Trent echoed those thanks for their colleagues on the board.

The members then asked several questions. Topics included:

- ***The rumored team move to Protective Stadium; filling the extra seats; ticket prices etc.***  
The board members present noted that ticket pricing was a team issue, but that we obviously hope ticket prices are as cheap as possible to encourage greater attendance which will be needed in a much larger stadium. Numerous members made points about the team's marketing and the hope that they invest in that ahead of 2022 if they are to cultivate a decent attendance in a much larger stadium.
- ***The move to the Good People Deck.*** In the event we are back at BBVA Field next season, several members expressed a desire to return to the General Admission section as it's less exclusive, encourages other GA attendees to join in and enables organic growth for the group etc. The Board noted that this should be a problem if we are at Protective Stadium next season.

- **Communication with the team.** A member asked how many of those present had season tickets and pondered whether not buying season tickets would encourage the team to listen and help more. Simon, Nic and Trent noted (a) that we are an independent SG so that always plays a factor and (b) how much of a loss Caleb was when he departed the team. Simon also noted that going to games and cheering on the team is the whole point and that it would take an awful lot to "boycott" or to not turn up on purpose and that we are a long, long way from that, regardless of frustration about the lack of communication from the team since Caleb's departure, and he expressed sympathy with Cason (Legion Front Office) as he is very busy with no additional ticket execs on staff. It was noted that the team are actively recruiting for a new ticket executive - hope was expressed that this would provide a new point of contact or at least free up some time for the existing Legion FO members to have more capacity to communicate with us on a more regular basis. Nic also mentioned that the team has requested a meeting with the new board to discuss upcoming announcements and expressed that progress had been made in terms of the team referencing us publicly - adding the chants QR code to the screen at BBVA Field, mentioning our Trunk or Treat Tailgate last week in their pregame email etc. A member added that it might be a good idea for the departing members of the board to attend the upcoming meeting with the team. The newly elected board members all agreed and announced their intention to do just that.
- **Growing the group.** A member asked what plans there were to try and grow the group again after COVID hindered the group's momentum in 2020. Numerous members (board and non-board alike) added that the group grew very strongly in Legion's first season (2019) but that COVID really had hindered what we could do, and subsequently hindered membership numbers. A member suggested a couple of ideas such as reaching out to local high school soccer programs to see if the Brigade could have a presence at their games to generate awareness and interest. Trent suggested that the new board might want to consider having a booth at Pepper Place (for example) to promote the group and team if they had the time. He stressed that we all have jobs, lives etc. and so having the time to do things like that is difficult. Another member wondered if the Brigade could reach out to local colleges to see if their marching band would attend games to bolster the noise next season.
- **Generating more money.** A member asked if they could donate to the Brigade and claim it as a tax deduction. Simon noted that, as a 501(c)7, that donations were not tax deductible. Said member added that, regardless, they would be happy to donate more money to assist because they want the group to thrive. Simon said that he and the new members of the Board would investigate what sum of donations the Brigade could accept whilst maintaining its non-profit social club IRS status. Simon noted that the group's tax status means that the majority of revenue must be generated through membership dues and that selling merchandise could be regarded as non-relevant income and also subject the group to state sales tax, so care has to be taken in that area.
- **Memberships and membership gifts.** One member asked a follow up question about whether there could be tiers of membership to allow members who want to pay more

to do so, without breaking the rules. Nic noted that that had been discussed in the past. Another member asked whether membership gifts were necessary as he doesn't particularly want the scarves when he joins anyway, and that buying fewer (or no) membership gifts would maximize the money received through dues to spend on activities, tifos etc. Simon noted that there was probably mixed feelings within the members about whether they want a new scarf every year, want a gift for their membership etc. The members of the new board present agreed to consider different tiers and different gift ideas for 2022. Simon noted that a survey will be sent out to members in the coming weeks that asks a number of questions, including how much more members would be willing to pay for memberships.

- **Member participation.** Simon noted that generating more money and growing the group's size are both goals for the new board but that he also wants to focus on increasing participation from the existing membership. Simon expressed thanks to "the core" present for all their effort and participation this season but asked them all to continue turning up and participating. Simon also noted his desire to solicit opinion from the membership more frequently, especially the fringe members - why don't they attend events? What do they want to do? Simon noted such questions would be included in the aforementioned members survey. He noted that there are members who join but have season tickets elsewhere in the stadium - thanking them for their contribution but hoping that more people would choose to sit/stand with us in our section moving forward. As a final note, he reiterated his optimism for the future of the group, noting the progress that had been made from the previous Board elections where only one position went contested. This time around, 2 positions were contested and even those who won the other positions uncontested were people who had not served on the board before. He encouraged everyone present to come out for the playoff game on Sunday, November 7.

## 5. MEETING CLOSED

Signed as an accurate reflection of the meeting:

  
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Simon Iles, Secretary

11/05/2021  
\_\_\_\_\_  
Date