



Each month, the PTFC Front Office meets with the 107ist Board to discuss the many aspects that comprise of and reflect the state of the club and its supporters. The conversations can be wide ranging from fan/supporter experience, community projects, business initiatives as well as team updates and insights. There has been a long and successful relationship and the meetings have remained private and confidential to allow for candid and honest conversations. However, we also want to be transparent and forthcoming when it comes to the information shared and discussed with all of our supporters, so we have compiled our monthly notes from the meeting on 7/13/21 below.

Timbers/Thorns Front Office Attendees: Mike Golub – President of Business, Ken Puckett- Sr. VP of Operations, Chris Wilson - VP of Member Services, Kayla Knapp – Dir. of Content & Social Strategy, Jim McCausland – Dir. of Security, Kaitlyn Jones – Community Impact Manager, Blair Neelands – Sustainability & Outreach Coordinator

Supporters Newsletters – Scheduled send date of 7/22 – 107ist Submission due by 7/20 at 5pm

MNUFC Match Incident

- MLS Process completed and thorough.
- Support from fans/club/teammates all appreciated.
- Hopeful it's not something we have to go through again, continued learnings by League and Clubs on how to handle in the future.

Stand Together Week 2021 – 9/5 through 9/11

- 107ist invited to fill one event.
- List of projects included. We will go live to the general public with the project list at the beginning of August, so please reserve your project no later than **July 26, 2021.**

STW Regional Group Invites

- Front Office would also like to engage as many RSGs as possible.
- Request for an e-introduction with best 107ist contact to arrange call to coordinate.

Goose Hollow/Providence Park Bike Station

- Ken has been in touch with city representatives.
- Moda Center bike stations have been vandalized/broken.
- Exploring how best to find secure location and/or make available without risk of damage/loss.



WICC Update

- Promotion should increase in coming weeks, along with Olympics coverage awareness to help with ticket sales.
- Lower GA still available
- FO has requested WICC collateral for 107ist to help distribute in newsletters/table.
- FO to reach out to WICC to arrange call with 107ist help identify and iron out events/opportunities.
- 107ist suggestions
 - Partnering with OHS/Providence Park to create a soccer “tour” of city with stadium.
 - Possible pick-up game for supporters
 - Travel deals for hotels/flights.
 - Bigger event element (photo op location)
 - Media events/podcasts to raise awareness and interest.

Broadcast Team adding new personality this summer.

Concessions and Merchandise Discounts

- Developing options for 107ist members for mobile ordering
- Code mechanism TBD
- Ideally have something to launch by August matches.
- Looking to also add Annual Membership discount that is differentiated from 107ist for concessions.

Digital Chant Sheets

- Riveters chant sheet will be turned on for this weekend.
- Can update link as needed if there are changes.
- FO to help promote internally with staff to increase awareness.

Pins/Patches/Bracelets

- Pins/Patches – 1/account out in the mail
- Extras and replacements available through service department
- Bracelets – 1/seat should be on wrists in August. GA AMs will not need to show ticket to access sections if wearing.

2022 Sentiment

- Accounts with young children still in difficult spot
- Disruptive season for everyone, lots of tickets being sold/transferred due to schedule conflicts, etc.
- No large shift sensed in renewal intent for engaged supporters seeing the need to continue long term support.

Annual Membership Benefits mentioned by 107ist of interest/value.

- Annual Membership Card
- Return of exclusive events/access to players and team.