



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 2/4/21 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 - Sr. Manager Content & Social Strategy, Jim McCausland – Dir. of Security

#### **CBA Discussion –**

- 24-hour extension just announced to 2/5
- Continued optimism on a successful and mutually beneficial agreement

#### **New Timbers Jersey –**

- Targeting 2/22 for Timbers launch

#### **2021 Schedule / Team / League Updates-**

- NWSL Challenge Cup in local markets, disappointing locally but a positive for other markets to have games in their home territory
- Thorns NCAA draftees each likely to play through spring schedule before joining club

#### **Return to stadium logistics / Game Day Ops-**

- Front Office to put together first draft of GDO elements regarding locations/access
  - Tifo
  - Capos
  - Drums and Trumpets
  - Photo Credentials
  - Flag/Gameday crew
- Front Office to update 107ist on schedule for any stadium training as part of security conversations

#### **Thorns Academy Fundraiser**

- Invitation to help promote to Riveters
- Mission Statement Page - <http://www.portlandthornssacademy.org/about-us/mission-values>
- 5-year goal to grow into a no-cost academy for participants
- Look for further opportunities to better connect supporters with Academies



### **Fan Forums**

- Set to host 2 on 2/18 and 3/2
- RSVP link will be provided to 107ist to share and invite membership once we go live

### **Black History Month content**

- Several campaigns planned for social with players
- MLS Works Scholarship being promoted
- Upcoming Zoom Panel in conjunction with Urban League of Portland
- Coordinate any possible messaging and content across 107ist/FO

### **PTFC email subscriptions page**

- Utilizes MLS page that limits ability to have Thorns branding
- Great opportunity for all supporters to better filter what they want to get from club
- More exposure of Thorns offers to Timbers fans and vice versa