



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 5/11/21 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, Kaitlyn Jones – Community Impact Manager, Blair Neelands – Sustainability & Outreach Coordinator

Updates / Reduced Capacity Plans

- 5/8 and 5/9 weekend a success with continued positive experience responses from attendees
- Thorns team feeling confident about upcoming season / Timbers injuries continuing to mount, but confident about where we will be once healthy.
- Ongoing dialogue with State on plans for fans, optimistic on increasing capacity throughout the summer
- 50% possible capacity a possibility at the low-risk categorization
- 70% of fans interested in vaccinated section / club may engage to promote and determine where our fan base is via surveys.

Ticketing Presale Learnings

- Accounts who have purchased a ticket so far:
 - Timbers: 38.48% / Thorns: 38.49%
- Buy rates by timeslot (Timbers)
 - 10am (GA) – 38%
 - 11am (Axe Society) – 46%
 - 12pm (Remaining Reserved Seating) – 32%
- Monitoring abuse/overbuying
 - Exploring more limits for future presales to continue to spread out accessibility.
 - 107ist provided a number of ideas/suggestions currently under consideration.
 - Access through the Account Manager (no passcode) has been welcome addition to buying integrity

Stand Together Presentation and Planning

- Kaitlyn Jones - kjones@timbers.com / Blair Neelands - bneelands@timbers.com
- Invite from 107ist to join next week's subcommittee meeting to present and discuss opportunities ahead.



107ist Membership Code of Conduct

- Update and draft provided of ongoing process to include new Code of Conduct into 107ist Membership.

Resale philosophy for GA/North End

- [107ist Blog post](#) shared regarding resale philosophy
- Shared concerns about ensuring supporters buying are also those attending.
- Opportunity for increased messaging on 107ist ticket exchange as alternative
- Important for both accessibility as well as supporters' culture and atmosphere to facilitate peer to peer, whenever possible.

KPTV TV Deal

- Announcement of local TV deal to partner with Paramount+
- No blackouts for Paramount+ subscribers

Supporters Newsletters – Scheduled send date of 5/20 to 5/22 – 107ist Submission due by 5/18 at 5pm