



Meeting Minutes: October 2020

SEATTLE SOUNDERS FC ALLIANCE COUNCIL

MEETING MINUTES

October 6, 2020 – 7:00 PM – Virtual Meeting

Present via Zoom (14 of 14): Alex Eagleton, Ben Slager, Cameron Collins, Carmen Hall, Daniel Roe, Darla Langdon, Duane Nakamura, Jeff Williams, Jerry Neil, Kelsey Gallo, Lisa Angeles, Nicholas Biela, Richard Oliver, Stephanie Steiner

Via telephone (0):

Absent (0):

I. Call to order – Cameron Collins

II. Roll call – Nicholas Biela: 14 of 14 present

III. Adoption of September Meeting Minutes

IV. Guest Speaker – Brian Schmetzer, Sounders FC Head Coach

Brian Schmetzer spoke to the Alliance Council, sharing details about the current status of the team, current events around Seattle, and to discuss the year in general. He took questions from Alliance Council members, and gave a behind the scenes peak at how pregame preparations are put together for team meetings.

V. 300 Level Relocation - Peter Tomozawa, President of Business Operations, and Aaron Lampkin, Director of Ticket Sales & Service

Peter Tomozawa and Aaron Lampkin made themselves available to take on questions regarding the process and implementation of the 300 level relocation for 2021. Peter stated that it was something the club has been considering for a couple of years. A drop in retention rate among Season Ticket Holders, with factors such as moving away, inability to resell tickets, and the scheduling of the games were cited as reasons for not renewing.

This decision to remove 300 level seating was driven by the goal of adding value to Season Ticket Holders for when they resell their tickets. The Sounders enlisted guidance from other teams who have done this, trying to create the supply and demand for tickets. At the time of the meeting, 12 of the approximately 800 accounts have turned in their tickets.

Aaron added that it was not an easy decision, with a lot of challenges and hard meetings during the process. The goal is to provide a personal touch, with face to face meetings to help those affected find new seats which work for their needs. The Sounders opened additional seating holds from the league stockpile to try and move as many affected accounts to club level seating, which was in high demand.

Both Aaron and Peter indicated that they wished the process was more streamlined than how it came out, and that they are continuing to work with those affected who have not yet found suitable seats for 2021. They have also indicated that should the 300 level open up again in the future for Season Ticket Holders, that those affected would get first opportunity to return to their seats.

VI. Proposed Amendment to Bylaw 11 – Videoconference Meetings During Local and National Emergencies First Reading – Cameron Collins

Cameron read new bylaw change to conduct official meetings via teleconference.

VII. Scarf Vote – Nicholaus Biela

Nicholaus provided a recap on the scarf vote. While we were disappointed by the lack of push from the Sounders, a lot of positive feedback on areas we got things right, giving us things to build on for next season.

VIII. Annual Business Meeting – Duane Nakamura

Duane updated us with the proposed format for the 2020 ABM. Likely to be held 11/17, as a conference format with a published agenda. He will be meeting in early October to continue planning for the ABM, and will continue to update the Alliance Council.

IX. Website – Kelsey Gallo

Kelsey updated us on the status of the Alliance Council website, which is being rebuilt. The goal is to move it to Squarespace, making it easy for transferring authority to new executive committees from year to year.

X. Sounders Zoom Watch Parties – Carmen Hall, Ben Slager, and Cameron Collins

The Sounders have handed over the Zoom watch parties to the Alliance Council for the rest of the season, using their zoom room. Alliance Council and Gorilla FC are co-hosting together.

We've been able to have the game live in the room for one watch party as a proof of concept test, but broadcasting rights may prevent that from being a regular occurrence. Watch parties will continue to occur for home games only at this time.

XI. Open Discussion

Nicholaus gave an update on the 2021 Alliance Council vote totals. Currently, 8 people have received enough votes to serve a term beginning 2021. There are another two people who have received some votes, and are on the way to being elected.

XII. Adjournment

Motion to adjourn. Seconded. Council votes unanimously to adjourn. The meeting closed at 9:36pm.