



## **Meeting Minutes: April 2021**

### **SEATTLE SOUNDERS FC ALLIANCE COUNCIL**

#### **MEETING MINUTES**

#### **April 6, 2021 – 7:00 PM – Virtual Meeting**

Present via Zoom (13 of 14): Alex Eagleton, Ben Slager, Cameron Collins, Carmen Hall, Daniel Roe, Duane Nakamura, Jerry Neil, Lisa Angeles, Nicholaus Biela, Richard Oliver, Scott Chupack, Stephanie Steiner, Tim Hamilton

Via telephone (0):

Absent (1): Darla Langdon

#### **I. Call to order – Cameron Collins**

#### **II. Roll call – Nicholaus Biela: 13 of 14 present**

Cameron Collins has informed the Alliance Council that Kelsey Gallo has requested to move to Ex-Officio status going forward.

#### **III. Adoption of March Meeting Minutes**

#### **IV. Sounders Senior Vice President of Marketing and Business Operations Taylor Graham**

Taylor Graham met with the Alliance Council to discuss the return to play strategies for bringing fans back in the stands.

- We discussed what Lumen Field will consist of going forward.
  - Capacity of 7,000, which is consisting of 25% of lower bowl/suite level seats.
  - City/Public Health officials appreciate the slow buildup approach from the Club.
  - No March to the Match, Activations in the concourses (such as face painting).
  - Everything is 100% digital, no print at home/paper tickets. This includes parking passes. There will be digital self-scan pedestals for your tickets.
  - Same bag policy as last season.

- Concessions will be designed to minimize touchpoints, with increased grab and go locations.
- Seats not available to use will be zip tied. Masks required throughout stadium.
- Reviewed the process by which the Alliance and general public will be able to purchase tickets.
  - As with MLS Cup 2019, the Club is trying to err on the side of being too generous to Season Ticket Holders, over general on sale.
  - Expect many “know before you go” type messages to go out to fans.
- This is step 1 of a multi-step process, covering the first five home games of the season.
  - Prioritizing those who didn’t purchase in the first five games for the next wave of ticketing.
- Taylor took Q&A from the Alliance Council to cover specific questions/concerns regarding the process.

## **V. Jersey Release Review**

- Jimi Hendrix Jersey Release Recap
  - Team had a lot of fun from all the content. Adidas opened up restocking options due to the unprecedented demand for the jersey.
  - The results reinforce the opinion that there is great value to the story element of jerseys.

## **VI. Website Plan**

- Planning on using Squarespace to redesign the website. With Kelsey moving to Ex-Officio status, Duane Nakamura and Cameron Collins have stepped up to head the project going forward.

## **VI. Adjournment**

Motion to adjourn. Seconded. Council votes unanimously to adjourn. The meeting closed at 8:58pm.