

Ryan Bross 8:13 PM

Move to open?

Justin Friedberg 8:13 PM

2nd

Ryan Bross 8:14 PM

@Kirsten please note Mike is the only absence and he mentioned prior to the meeting with reason

Kirsten 16 days ago

Noted

Ryan Bross 8:15 PM

Old Business-merch push

-elections

-membership selling service

8:16

@Jon Light is there anything specific you wanted to address about the merch ad push?

Jon Light 8:18 PM

No not really just continue to push it i should have updated sample pictures tomorrow

8:18

We have sold about X jackets so far

Ryan Bross 8:19 PM

Okay thanks

@jess, are we ready to announce elections?

jess 8:20 PM

Yes, I just dm'd Kirsten. I have the descriptions on my pc at work. I'll send it to her in the a.m.

Ryan Bross 8:30 PM

Thanks

8:30

@Jon Light and @Racheal Gray where are we at with finding a membership selling service? I would like to open the sales before the end of the playoffs

Racheal Gray 8:31 PM

I'm gonna be honest I don't know if it's worth it at this point we would have to use another service then we already have which would then be an added fee and trying to find one that was yearly not just monthly is tricky

Jon Light 8:32 PM

Im with racheal this might be tough to excecute alot of the services i have found we pay a yearly fee for and there are percentages from each member. Also some are more geared towards us in different ways than others. Like some companies bill their platform like a patreon other its like an orgnaization management tool. Like a CRM. I havent been able to find one that is like a check all

Jon Light 8:36 PM

Our current system does work fine we have an extremely high retention rate amongst those that are consistently im the fold

Racheal Gray 8:36 PM

I just don't think at this point it's necessary definitely something to keep checking in on but at this point i haven't found an option I feel comfortable with

Ryan Bross 8:36 PM

Alright, could you make a report of the services you reviewed and what they do/do not offer so we know which ones have been review if/when we look again.

Jon Light 8:37 PM

Absolutely ill have that next week

Ryan Bross 8:37 PM

Thanks Jon

Jon Light 8:37 PM

Ill cross reference with racheal

Ryan Bross 8:37 PM

TMI

Ryan Bross 8:40 PM

Any old business that was missed?

8:42

New

-scarf contest

-off season event schedule

8:43

[@Racheal Gray](#) when did you want to start the scarf contest?

Racheal Gray 8:44 PM

My goal is to have it up my Saturday the 14 then let it run till November 4

Ryan Bross 8:44 PM

We should have it finished by November to design the other elements and get the long production stuff ordered.

8:44

Nov 4th works

8:45

[@Jon Light](#) can you create a design requirements blurb to include?

Racheal Gray 8:45 PM

We can do the voting the 2 weeks after that so we will have the final scarf design by November 25

Jon Light 8:46 PM

Did we want to do HD Knit again?

Racheal Gray 8:46 PM

Yah [@Kirsten](#) do we have that I. The archives from the last contest if not all good just wondering if we had it or if Jon had to start from scratch

Ryan Bross 8:46 PM

Also [@Racheal Gray](#), I would suggest picking the style of scarf before starting.

Jon Light 8:46 PM

Thats why im asking

Ryan Bross 8:47 PM

We haven't done a woven in a while and that's signature friendly.

Jon Light 8:47 PM

What was the last one we did for reference

Ryan Bross 8:47 PM

And less design re-work for us (me)

2019

8:47

Racheal Gray 8:47 PM

Yah I'm down for signature friendly

Ryan Bross 8:48 PM

The two tone with the bridge

Jon Light 8:48 PM

I like the HD knit better tbh but we can let racheal pick

Racheal Gray 8:48 PM

I like the idea of it being signature friendly

Ryan Bross 8:49 PM

[@Jon Light](#) when do pins need to be ordered?

Jon Light 8:49 PM

Just my personal preference im indifferent either way! Signature friendly works

8:49

Im not sure current turn around times but i would say whatever we decide for the pin lets get it in asap

8:49

Last i heard it was about 6 weeks

8:49

I think everything should be ordered first week of december to be safe tbh

8:50

We have a building storage is not a concern for us in the offseason

Racheal Gray 8:50 PM

Which works with my timeline of November 25

Ryan Bross 8:50 PM

Yeah we might have to just make a generic instead of wait til the scarf contest finished. I like its pre Thanksgiving to avoid CNY

Racheal Gray 8:51 PM

I mean we can design the pin in a day could order them the 27

Jon Light 8:51 PM

We can track and see which ones seem to be doing the best and make a few designs so they are ready to go. Ill talk to greg tomorrow and get timelines

Racheal Gray 8:52 PM

That would give us all December January and some of Fev

Jon Light 8:52 PM

We have definitely ordered the pins way after thanksgiving and getting them in time

Racheal Gray 8:52 PM

I'm looking into other pieces in the kit and am getting samples

Jon Light 8:52 PM

I can work on the pin design

Ryan Bross 8:52 PM

It needs to be vector

Jon Light 8:53 PM

Its just getting the artwork to greg though right? He wont take .psd?

Ryan Bross 8:53 PM

Nope. Not without his team then charging to work on it and adding production time

Jon Light 8:54 PM

Ok word i can see if the merch team can help maybe

Racheal Gray 8:55 PM

Well like jon said we can track them make a few designs and then send it when we know what own that gives us a little more time to design the pin then

Jon Light 8:55 PM

Or we could do a cool more generic pin something we can just change the colors on real quick

And we just change the colors to match the scarf

Ryan Bross 8:57 PM

The last new business is me asking if there's an offseason event that you will be planning, can we start thinking of time windows to avoid conflicts.

Jon Light 8:57 PM

Thinking now that would actually be super ideal cause we can reuse the template through the year

Ryan Bross

Pretty sure we have a standard JF die already.

Jon Light

That could be the ideal solution possibly ill discuss with racheal

Jon Light 8:57 PM
For other pin colorways

Ryan Bross 8:59 PM
Events we should look at are
HKH, volunteer thank you, capo get together, board to board happy hour, in person board meeting @Erick
Jusino @Robert @Kelsey Luckenbach

Racheal Gray 9:00 PM
In person board meeting is big and so necessary I think especially right before the season
Would also like to do another town hall

jess 9:00 PM
It's a requirement before 1/17 of each year

Ryan Bross 9:00 PM
We could to an early kit pick up around a preseason watch party

Kelsey Luckenbach 9:01 PM
Thinking a volunteer thank you event mid December but also depends when we're looking to do HKH

Ryan Bross 9:01 PM
@jess when is ISC?

Erick Jusino 9:01 PM
I wasn't sure if to wait until after elections to plan HKH

Racheal Gray 9:02 PM
Like mid December

jess 9:02 PM
1/18-1/21

Ryan Bross 9:03 PM
We should decide in the next week if its pre or post NY

Racheal Gray 9:04 PM
Do post NY pre is hard with holidays

Justin Friedberg 9:04 PM
pre NY is gonna be real tough for most people i'd think

Racheal Gray 9:04 PM
People are busy

Jon Light 9:05 PM
Yeah i think late January after ISC makes sense

Ryan Bross 9:05 PM
Pre NY would be early Dec at the latest.

Erick Jusino 9:05 PM

Post works, I like the idea of using HKH to kinda kick off the year

Jon Light 9:05 PM

Like the weekend after maybe?

Ryan Bross 9:05 PM

Should probably be before ISC is its January.

Kelsey Luckenbach 9:06 PM

We also try and do a lot cleanup in the beginning of Feb so something to keep in mind so we aren't going back to back weekends w members

Racheal Gray 9:06 PM

So January 13

Erick Jusino 9:07 PM

I mean what's stopping us from doing it closer to the season 🧑 ?

Ryan Bross 9:07 PM

The need to food in the middle of winter from food banks

Robert 9:08 PM

That's why doing it in January is perfect

Erick Jusino 9:08 PM

Yea that's true, I mean the seasons have been starting in Feb the last few years lol

Yea I agree I was just riffin

Racheal Gray 9:09 PM

We could do it January 13 it's a Saturday before ISC

Ryan Bross 9:10 PM

Pre ISC, post NY seems like the best window

Anything else from anybody?

Kelsey Luckenbach 9:11 PM

Nope

Ryan Bross 9:13 PM

Move to close

jess 9:13 PM

2nd