

# 2017 1071ST Annual General Meeting



# Agenda

Welcome / President's Comments / Introductions - Scott  
OPI - Shawn Levy  
Membership - Sheba  
Regional Supporters Groups - Todd  
TAFC - Bill (for Ray)  
Game Day Operations - Mike / Nick  
Events - Nick / Drew  
Travel - Drew  
Communications - Lexi  
Technology - Mike  
Financials - Rachel  
Community Outreach - Sheba / Nando  
Rose City Riveters - Gabby Rosas  
Call for Volunteers - Mike / Lexi  
Breakout Sessions - Kevin Hiebert, Jessica Riehl





**OPERATION PITCH  
INVASION**

- **Fields for All: King and Drake Courts**
- **Project Blacktop**
- **OPI America**
- **New brand**
- **New board member**



# Membership

2016

- New database!
- Gift memberships
- Better member profile management on website
- Continued success of in-person signups

2017 Areas for Improvement / Plans

- “One-stop shopping” at member website (volunteer signups, communication, calendar)
- Maintain membership growth & renewal rates

2017 Volunteer Needs

- Database/mailling list managers
- Info table volunteers
- Gift and General workgroup



Map by Aaron Flynn, LSB

Timbers Army Regional Supporters Group:  
[www.1071st.org/ta-worldwide](http://www.1071st.org/ta-worldwide)

**Groups:**

2015 - 14  
2016 - 27  
2017 - 32

**Countries: 4**

**Pending:**

Australia - on the  
TAWW page  
Nashville  
Northern Spain  
Buenos Aires



# Map of the Timbers Army Regional Supporters Groups v3.0

# Regional Supporters Groups (RSGs)

## 2016 Areas for Improvement / Plans

- Stronger connection between the RSGs and 107ist committees - Merch, Travel and Game Day Ops (GDOs)
- Formalize international groups
- Increase leadership, voice and presence of RSGs in 107IST decision making
- Grow 107IST membership outside of the local area
- Ways to expand community outreach to RSG locales

## 2016 Highlights

- Formalize connections with merch, travel (2017). Provided GDOs (flags, tifo support) to larger RSGs.
- Slow growth internationally. Present groups are strong.
- Formation of RSG leadership groups (FB & Asana); key contacts for each group

## Examples of Do-goodery

- Eastern Bloc/TA:CO - Cold Food War: \$8,921.84, donated 3,263.6 pounds of food = 26,763 meals
- Blue Ridge Rangers Lexington MLK parade
- Montana Timbers scarf for Native libraries
- SL Irregulars - Travel/Hotel Support for Young Family

## 2017 Areas for Improvement/Goals

- Improved away day experience: travel guides, GDO with other FOs
- Improved communications/share our story
- Regular virtual meetings

- Growing Riveters RSGs/Away travel/GDOs
- Continue to support the growing philanthropy, activities of RSGs - RegiMental Food Fight
- Virtual Away Day Viewing Party



# Timbers Army Football Club (TAFC)



## 2016 Highlights

- Continuing to add teams - Now up to 38 teams
- TAFC D4 Championship at Providence Park
- Winter Classic at brand new RCF West location

## 2017 Areas for Improvement / Plans

- Increase efficiencies, decrease complexity
- Improve the Web and Information Presence
- Continue to add more teams to the TAFC umbrella
- Begin investigation of Jefferson alternatives





# Game Day Operations

## 2016 Highlights

- Best tifo award from ISC (Sweet Dreams)
- Several new tifo PMs and designers
- Two-stick parties
- Flags, capos and drums continue to bring it every match

## 2017 Areas for Improvement / Plans

- Better oversight on tifo budget
- Improved supply estimating
- Invest in tools to make the jobs easier and more cost-effective (sewing machine, table roll cutting)

## 2017 Volunteer Needs

- General tifo volunteers
- Tifo project managers/assistant PMs
- Small-scale tifo
- Flag Crew backups



# Events Committee

## 2016 Events

- Third year of Block Party - Still very popular, lots of fun
- Pride March - 200+ Marchers!
- Season opener/End of Year parties - Keeps expanding to accommodate more members

## 2017 Planned Events

- Season opener show
- Block Party
- Return of Art Takeover (hopefully)
- Large scale Riveters event TBD
- More to come



# Travel

## 2016 Highlights

- Over 5000 tickets distributed through 107IST
- Best traveling support in MLS
- 300 Riveters in Seattle
- 50 supporters in Costa Rica
- Support at T2 away matches

## 2017 Improvements

- Bigger Travel Committee
- Greater involvement from RSGs
- Increasing Riveters away travel
- Better pre-match events planning
- Up-to-date info on website



# Communications

## 2016 Highlights

- Website refresh - more visible content/engagement
- Fantastic volunteer effort on newsletter
- Member-facing communications coordination - TA/Riveters/107IST

## 2017 Areas for Improvement / Plans

- Getting even better at telling our story
- Increasing pool of assets
- Further improvements to member-facing comms

## 2017 Volunteer Asks

- Original Content Authors
- Travel Content Editors
- Photo/Video Pool



# Technology

## New web platform

- Integrated ticketing, email, and membership
- Saves hundreds of \$\$ a month

## 2017

- New email system
- Further cost reduction
- Calendaring for shared resources



# Financials

Please contact the 107IST Treasurer with any questions about financials:  
[rachel.harrison@107ist.org](mailto:rachel.harrison@107ist.org)



# Community Outreach

## 2016 Highlights

- Timbers Army-themed DHS visitation room makeover
- CPR/AED: 168 trained last year, 545 total trained since 2013
- Blood drive: 81 pints successfully donated, saving up to 243 lives
- Oregon Brewers' Fest: 90 volunteers, over 1200 hours, raised \$6500 for 107IST
- Riveters: match day drives, \$5K to orgs serving women, homeless, LGBTQ, & more
- Booked: 775 books donated, 2600 books cleaned, 3 book club author events

## 2017 Areas for Improvement / Plans

- Focus on vulnerable community members
- Representation in outlying areas
- Match day drives

## 2017 Volunteer Asks

- Soccer specific outreach skills
- Project management skills
- Event volunteers/point people
- Volunteers in areas outside of downtown PDX



# Rose City Riveters

## 2016 Highlights

- Match Day Drives were a huge success!
- Creative tifos and gameday presence in line with our mission to set the bar for women's soccer supporter groups
- Purchased a Big Ass Drum - successful scarf fundraiser
- Started a Riveters specific email newsletter to try to reach more people
- BYCAP proceeds over \$2k to Rock & Roll Girls Camp
- Year end donations - 5 \$1k checks to local organizations we support
- Introduction of new chants - One Goal Beyond!

## 2017 Areas for Improvement / Plans

- Increasing merch line
- Better documentation of events
- Regularly scheduled committee meetings

## Volunteer Asks

- Communication - writers, photogs
- Capos - try-outs
- Merch - Design, sales
- Tifo - Design, general help
- Outreach - organize events or delivery

Events in March to discuss interest!





# Call for Volunteers

Check TA and Riveters websites for links to  
signup sheets the week after the AGM





# Breakout Sessions

Kevin Hiebert & Jessica Riehl



# Check-In Questions

How has the 107IST impacted your life?

Write one or two answers on one side of the notecard

What are the essential stories we need to share with the community about the 107IST?

Flip your notecard over and write one or two answers on one side of the notecard



# 5 Breakout Areas

- Telling the 107IST story
- Volunteer engagement
- Building a robust communications system
- Planning for the future: A place
- Rose City Riveters

