

THE RUCKUS SUPPORTERS CORPORATION
Ruckus Leadership Council Meeting
10/29/2022



ATTENDEES

Walter del Sotero, Karla Hart, Matt Makransky, Eric Popham,
Amanda Smith

AGENDA

1. Appoint Contact with Front Office (FO) - Amanda Smith as the “on paper name” but the entire group will monitor the group chat.
2. Vision
 - a. Overall - “One Ruckus” “Unity” “One Family”
 - b. Game Day - Merch sales and food tents possibly 1x/month or every other month. Also the idea of a “Food Around the Lot”.
3. Division of Duties
 - a. Karla - Contact with parking lot owner, Tifo coordination.
 - b. Eric - Away day contact with FO, Ruckus email (gmail account).
 - c. Matt - Marches. Definitely for Opener and then we will gauge interest from that point on.
 - d. Amanda - Social media queen
4. Communication
 - a. Email - Eric will take over as the Email Postman.
 - b. Social Media - look to build a team.

5. Recruiting / Retention - continue with communication with membership.
6. Capos - Big Lou is still the focal point. RLC would have oversight. Arrange to set up a group call to discuss standards and expectations.
7. Drumline - Jenny is still heading the drumline. It ran very well last season. Reach out to see what they may need.
8. Affiliates - No need to select Affiliate when you join Ruckus. Any future Affiliate merch needs RLC approval. Plan to reach out to Affiliate leaders about this idea and a plan moving forward. The overall idea for Affiliates needs to be "One Ruckus" or "Unity".
9. Off-Season Events
 - a. Derby is coming up; member only event.
 - b. Possible town hall on Derby Day
 - c. Continue with social media blasts when group of Ruckus people are out and about
 - d. 24-hour Ruckus Stream on Twitch. Black Friday, Nov 25th 8am - Nov 26 8am. Fundraiser for Zebra Coalition and Orlando SPCA.
 - e. Pre-season launch pick up membership packets within the stadium with the Cup on display
10. Ruckus Cares - Rob Lavezzi will become the point of contact for that. Another Cares Cup?
11. 2023 Merchandise
 - a. Tiers - 3 tiers similar to last year with other items available add-on (i.e. shirt, flags, etc.); plus a kids membership. Card and wristband. Coordinate to use the similar thing as ILF.
 - b. Launch - Early December with a late Jan/early Feb pass out date.
 - c. Membership Form - Previous copies will be sent out to RLC members to be reviewed.
 - d. Who's In Charge of It - merch will be housed at Walter's house

12. Revisions / Review / Renewals
 - a. Website Renewal - Continue with having a website
 - b. Website Design - QR code link, updating photos, Code of Conduct, link to shop, tailgate location, links to watch parties
 - c. Square-Up - Walter and Eric will work as the primary people.
 - d. By-Laws - plan to review to happen in mid-season
 - e. Code of Conduct - needs to be reviewed ASAP. Send out to all RLC members electronically with a review date and reconnect (virtually)
13. Security - FO will have their members along with the contract workers. RLC will be coordinating closely with Security.
14. Away Days - Eric will be FO coordinator
 - a. Visiting Supporters - discourage them in the Lot, we have no control over Broken Strings. Ask FO about possible spots in the new stadium lot.
15. PodCast - Matt wants to bring back a Ruckus podcast. He will work with the Godfather Council (GFC) to lay out a good plan.
16. Merchandise Sale - Plan another meetup to inventory the merch and plan on how to move some of the in-stock items.
17. Tifo - Karla wants to keep that with Walter learning the ropes. The committee is made up of 5 Ruckus people with 5 ILF members.
18. Smoke / Marches - see item #2. Smoke inventory is getting low. Need to buy more from the FO.