

GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District Board was held on **Monday, April 22, 2019** at 3:30 p.m. at Lambeau Field Atrium, Green Bay, Wisconsin.

PRESENT: Chuck Lamine, Kristen Johnson, Margaret Jensen, Sen. Cowles and Bill Galvin.

EXCUSED: Ken Golomski, Leah Weycker

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Joel Everts, and David Czerniki.

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Ken Golomski and Leah Weycker. David Czerniki of Sigma joined via phone.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

There were no modifications.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY SEN. COWLES TO APPROVE THE AGENDA. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES – FEBRUARY 18, 2019

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY SEN. COWLES TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. COMMUNICATIONS

A. *Milwaukee Business Journal* Articles:

- “Beyond Miller Park’s Sales Tax”

Mr. Webb thought he’d share this interesting article about the sales tax for Miller Park.

- “How One Wisconsin County is Addressing Funding”

Mr. Webb mentioned this article describes the way Brown County is funding infrastructure and other things. He stated this is one of the least painful taxes a municipality could have. Chair Lamine asked if there was a sales tax in Milwaukee County already. Mr. Webb said they do and the stadium tax is separate which is .1% in the five counties but it still generates more than the .5% did on the Stadium District tax.

B. WIAA Thank You Note

Mr. Webb mentioned that the director of the WIAA basketball tournament sent this note to thank the Stadium District for its assistance and participation.

C. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY BILL GALVIN TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Webb stated the fund shows a balance through March of \$127,000 for 2020. The District Operations for 2019 in the amount of \$86,000 is already accounted for as incurred by not paid. Therefore, the \$127,000 is available for 2020 and the concert and football game will add to that. So by the end of 2020 the fund will be back on its feet a little bit.

B. Post Event Information:

- WIAA State Girls Basketball Tournament

Mr. Webb said it was another well run tournament by PMI and the CVB. In talking with the WIAA they are thrilled to have the girls' tournament here which has been good for the community and WIAA.

Mr. Everts agreed the tournament was a success. He reported the \$10,000 from the Stadium District for the Rush to the Resch campaign was well received and the winning schools sent thank you notes. He reported on the ticket totals. One-third of the ticket sales comes from this campaign. Mr. Webb added that the problem is that it has been a curse to win the ticket contest because you usually lose the games. Mr. Everts agreed. Last year Division 4 had 1,200 ticket sales and they lost. Mr. Webb said one year Wrightstown had so many people attend on opening day and they lost. Hortonville in Division 2 has won the ticket contest every year and have lost. It is the smaller communities that show the most support. Mr. Everts said Bayport won their division and it was heartwarming to see that. Total attendance numbers were unfortunately low – in fact the lowest ever since hosting at 36,580. The weather was bad that weekend and that affected attendance. He looks forward to next year and WIAA has renewed on both basketball and volleyball until 2025. Mr. Webb said they will also host boys' volleyball. They will use the rest of the \$15,000 from the Stadium District for a similar Rush to the Resch campaign for the volleyball tournaments. He shared that information with the director of the tournament and she was very appreciative.

- WAMO State Pool Tournament (if available)

Mr. Everts provided handouts to update the Board on this event. He said the numbers were a little higher than anticipated. They had predicted 1,800 attendees on the funding request and got about 1,900-2,000. They use both Shopko Hall and Brown County Arena. This was probably one of the last big events in that complex. They will return to the area for pool in March of 2021 and it may likely be the first event in the new Brown County Expo Hall. The building may not be fully completed but it will be operational. He explained the setup of the event with pictures. There were 164 total tables. Ms. Johnson asked how much money the winner gets. Mr. Everts said there are so many different categories but feels it would be \$2,000 for an individual in a higher level of competition.

He reported this was the second time they've had this event in conjunction with WIAA tournament. They feel the two events not being on the same weekend is a big help. It's good for hotels but it is also good to spread it out.

Chair Lamine asked who provides the pool tables. Mr. Everts answered that WAMO provides them and usually the local providers pull them out of the local bars. Mr. Webb added that this is the same group that holds a dart tournament here. Mr. Everts said they will return in May of 2021 and it is the bigger of the two events with 6,000 attendees. Both events are already funded by the District. Mr. Kuehl mentioned that both WAMO events do well in room nights and economic impact given the amount of money awarded.

Sen. Cowles noted the numbers were really good. Mr. Everts agreed that for a 3 or 4 day event with 2,400 room nights over that time period it really is nice for the area. Some stay at hotels close to the event or go downtown.

Chair Lamine asked about the format of the tournament. Mr. Everts said there are so many different levels of competition going on and they all get narrowed down to finals and go to a bracket from that point on. He said it's a very impressive schedule. Chair Lamine also asked about the competition for an event like this. Mr. Everts said Wisconsin Dells, Madison occasionally, and La Crosse are competitors. He doesn't feel the Fox Cities venue is large enough. Mr. Webb feels it is important to have the event here in the new space in 2021 to show them what's available before they go elsewhere.

C. Funding Request Update – Brown County Fairgrounds Master Plan & Connectivity Study

Mr. Webb reviewed the highlights of the report and said the study came in a little under budget. There were no questions from the Board.

8. FEBRUARY, MARCH 2019 FINANCIAL REPORTS

Mr. Webb reported the reports were fairly standard. There were no questions.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY MARGARET JENSEN TO APPROVE THE FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

9. DIRECTOR'S REPORT

Mr. Webb reported on the Special Revenue Fund. He said they are following the normal pattern. The District paid the Team all the money for 2018 which turned out to be slightly over \$12 million. The transfer was completed from the 8257 Fund to the Operations and Maintenance Fund in January and the draw was processed in March. So the balance is about \$4 million.

Ms. Jensen asked about the accounts receivable on the state credit balance. Mr. Webb said this is an accounting thing. The District has an accounts receivable of \$18,000 for license plates sold between the time the State pays the District at the end of June and the end of the year. There is also a deferred revenue shown that offsets the \$18,000.

Mr. Webb reported the District User Fee amount is \$12 million which is \$2 million less than the end of the year because they paid the Team for the lighting project that was approved as part of the budget.

They've started collecting the user fees. The old fee was \$1,400 for the green package and \$600 for the gold package. The new fee is \$2,100 for the green and \$900 for the gold. If somebody who's had tickets for a long time turns in their tickets, they will be refunded for the old amount but will collect the new fee from the ticket holder. The extra \$700 per green ticket or \$300 per gold ticket holder would go into the user fee account and build up that balance. They projected that to be around \$200,000 or so this year. He mentioned he's seen a couple bigger requests for refunds which means there may be more tickets turned over than originally thought.

Chair Lamine asked if he thought turnover was higher because of the last two losing seasons. Mr. Webb feels it is more affected by a large group turning in their tickets. Also you never know if the Brown County tickets may be cut back so they don't have to do the lottery a second time and they become available. Then there would be a new fee charged on those tickets.

Mr. Webb mentioned that NWTC has gone through some additional turnover so it looks like they will continue to work with them but monitor how many classes are held in the first quarter to see if it is successful. He reiterated to the Board that one of requirements of the legislation was that if the District didn't meet their MBE/WBE goals, they needed to contract with the local technical college. Although the District's goals are met, the Board decided to at least have an information and referral program at the technical college to go along with the Packers' mentor protégé program to try to enhance the employment opportunities of the targeted groups. This had been working fairly well but you can see they didn't have a lot of activity in the fourth quarter so they will be monitoring this in the first quarter.

Chair Lamine wondered what their marketing efforts were to get the word out. Mr. Webb said that turnover has been their biggest issue. Mr. Kuehl agreed that was a factor and that the college also has a new dean. He met with her and reviewed the program history and laid out what the District expects.

Mr. Webb asked Mr. Kuehl to highlight the first quarter maintenance monitoring report from the Team. Mr. Kuehl said the format is the same as usual. One of the things always mentioned in the past is the focus on preventative maintenance and how it happens on a cyclical basis. There were 159 demand work orders and over 500 preventive maintenance work orders. The cyclical work entails cleaning the bowl, painting the walls, doing floors, etc. which occur offseason. There are also unique things such as the preparation for the concert.

Mr. Kuehl added that the last part of the report has the update on the items identified during the Sigma maintenance assessment. Work has begun on those and there are 20 of the 122 items completed. Most will be completed by the time Sigma comes back for the maintenance assessment later this year. There are things they note that are performed in a cyclical program and will be addressed when that part of

cycle comes around for that section of the stadium. All in all, he feels the maintenance continues to go well.

Chuck Lamine asked about the report on roof leaking during melting snow. Mr. Kuehl said that he hasn't heard this was any worse than normal. He said that periodically there may be leaks but he doesn't feel it's an extensive problem. He said a lot of it has been remediated. There used to be leaks on the seals between the old stadium bowl and the new seats and it was a lot of work to get those seals right. He feels for the most part that has been addressed.

Mr. Kuehl gave a summary of the brick and tile sale for the year and lifetime to date. He reported that the brick and tile program was started in 2003. It was kicked off as part of the grand opening of the stadium. It's been ongoing since and of course not at the same level because there was an initial rush. It continues to do well with \$87,000 in sales last year with a total \$2.4 million to date. The average order for 2018 was up to \$203 as compared to \$179 overall since program's inception.

The brick sales continue to account for most of the sales with the most popular product being the small brick which is expected because there's a price sensitivity to it. Purchases by Wisconsin residents account for approximately half of the orders and revenue. They've received orders from every state and a number of foreign countries.

Overall the sale continues to do well. Mr. Webb added that everything they collect in brick and tile sales reduces the amount of escrow used.

Ms. Johnson asked about the wedding "G" logo product offering. Mr. Kuehl said when they started having weddings at Lambeau Field, they thought of offering a tile with a special logo that is exclusive to couples that had their wedding here. Some have been sold but it hasn't been a big seller. Mr. Webb said they were hoping to make it part of the wedding package for everyone having a wedding here.

Ms. Jensen asked if there was a website. Mr. Kuehl said they do have a website and online store which was just recently updated. He feels it's very user friendly and mentioned that Ms. Roskom is always available via phone to take orders from those not comfortable using a computer. She also takes orders from people in person.

Chair Lamine added that the sale is also a nice community participation thing. Mr. Webb said it was important to Bob Harlan to keep the prices down and he was instrumental in offering that and having the Team pick up the cost of installation which has been huge. He said the District might have had to give this program up if we were paying for installation. Mr. Webb explained the laser engraving. Mr. Kuehl said the bricks put in Section 1 in 2003 look as good as the day they were put in with no signs of deterioration.

Mr. Webb added that the first couple months of sales are on budget. January and February are usually slower after the December holiday sales. They are actually slightly better than last year at this time.

Mr. Webb reported on the future meeting dates.

He said he had a brief discussion with Mr. Vonck on the Shipyard project. He is waiting for a letter from the City and wants to move forward. Mr. Galvin said he spoke with Mr. Vonck who said he met with the new mayor and said the District will be getting a letter shortly. Mr. Webb was pleased to hear that so they could start working with them on a new project.

The stadium in Ashwaubenon is set for a June 1 opening.

There were no other matters for the Director's Report.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE DIRECTORS REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

10. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters.

11. MOTION TO ADJOURN

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY SEN. COWLES TO ADJOURN THE MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at approximately 4:05 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist