

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, August 19, 2019** at 2:00 p.m. at Lambeau Field Atrium, Green Bay, Wisconsin.

PRESENT: Chuck Lamine, Leah Weycker, Kristen Johnson, Margaret Jensen, Sen. Cowles, Leah Weycker, Bill Galvin and Keith Lucius

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Aaron Popkey, Doug Collins, and media.

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 2:00 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Bill Galvin who arrived at 2:11 p.m.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

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

5. ELECTION OF OFFICERS

Mr. Webb asked Mr. Vande Castle to go over the bylaws for the annual election of officers. He told the Board there wasn't a format for the election in the statutes.

Mr. Webb asked for nominations for Chair. Ms. Jensen nominated Mr. Lamine for Chair. There were no other nominations.

After the first nomination it was suggested that the Board could nominate the current slate of officers if they so desired.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KRISTEN JOHNSON TO NOMINATE THE CURRENT SLATE OF OFFICERS TO ANOTHER 2-YEAR TERM. THREE CALLS FOR OTHER NOMINATIONS TOOK PLACE FOLLOWED BY A ROLL CALL VOTE. THE MOTION WAS CARRIED UNANIMOUSLY.

6. REQUEST FOR APPROVAL OF THE MINUTES – JUNE 17, 2019

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

7. A TOUR OF THE FACILITY WAS SCHEDULED FOR 2:30 SO IT WAS DECIDED THAT THEY SHOULD CONTINUE WITH THE AGENDA UNTIL THE SPECIFIED TIME OF THE TOUR.

8. COMMUNICATIONS

A. Green Bay Packers Shareholders' Meeting Financials

Mr. Webb said the one key point for the District is the footnote included in the financials. Through the ticket tax, sales tax, license plate and other revenue the District has turned over to the Team \$12.5 and \$12.6 million in the last two years (without a playoff game – which would have increased the amount by about another million dollars). Mr. Webb said the Team had a high expense-high revenue year. Mr. Popkey agreed and said it was atypical with the coaching transition and free agency.

B. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY LEAH WEYCKER AND SECONDED BY KEITH LUCIUS TO RECEIVE THE COMMUNICATIONS AND PLACE THEM ON FILE. A vote was taken. MOTION CARRIED UNANIMOUSLY.

9. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Webb reported the District received \$33,000 in parking revenue from the Paul McCartney concert. That brings the total value of the concert to over \$300,000. He budgeted \$225,000 which was consistent with Billy Joel and this concert exceeded that. Therefore the fund is up to \$929,000 between the concert and the City grant lapsing. Now there is some breathing room for funding grant requests. Hopefully, with the football game next October the District can get the fund back to where it belongs and be able to manage it better going forward.

He reported that the City has not finalized their request for Shipyard funding and he continues to work with them. He's asked them to have everything settled with the City Council before it comes to the District so there won't be so many contingencies with the funding. He said he's holding off other discussions regarding any capital funding requests until they resolve the City's request. This is a unique case because something has been approved that didn't meet the contingencies and hopefully the new one will work out.

Chair Lamine asked if the City gave him a timeline. Mr. Webb said they're looking at October. There are several private businesses that are trying to finalize their participation in the project. Sen. Cowles asked if the City is still expecting \$500,000 from the District. Mr. Webb said he has dampened that enthusiasm. Sen. Cowles said that was a good idea. Mr. Webb feels it will be an amount between the guideline of \$100,000 maximum and the \$500,000. It should be something in the middle. He asked if that would be acceptable with the Board. Chair Lamine agreed that there was a desire to contract an amount that is more in line with the guidelines of the District. Mr. Webb agreed and thought the Board could get back to following the established guidelines or change them rather than have all these exceptions.

B. Paul McCartney Concert Parking Revenue (discussed above)

C. Bay Beach Update

Mr. Webb feels the City is making solid progress. He reported the ex-mayor is working with the current Mayor with the project. It should be a great project and he's glad the District played a part in it. Chair Lamine said the project is reported to be completed by the summer of 2020. Sen. Cowles asked for a report from the City at one of the meetings. Mr. Webb agreed he should ask them closer to when the project is complete. Mr. Lucius asked if the District had a commitment to the City. Mr. Webb explained the District paid for some licensing and engineering permits to get the project off the ground. They are not looking to the District for any more funds.

D. Request for Funds – CVB:

- Forest Lakes District Conventions-Evangelical Free Church of America (2020,21,22)

Mr. Webb explained the District has funded these programs in the past. The Forest Lakes event is in January when there's not much else going on. It fills some downtown Green Bay hotels and the District provides some funding for transportation to their events. It brings in a huge economic impact and the District would like to continue this one at \$6,000 each year for a total of \$18,000.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE FUNDING OF \$18,000 FOR FOREST LAKES DISTRICT CONVENTIONS-EVANGELICAL FREE CHURCH OF AMERICA. A vote was taken. MOTION CARRIED UNANIMOUSLY.

- WIAA Girls Basketball and Girls/Boys Volleyball (2020,21)

Mr. Webb explained this is the Rush to the Resch contribution for the tournament. They give \$2,000 to each division in basketball and \$1,000 for volleyball to the team that sells the most tickets. It is an ongoing commitment to the WIAA and the tournaments are a great benefit to the community. Sen. Cowles asked if these tournaments would happen without this funding. Mr. Webb said it would probably happen because they signed a contract. The District made a commitment to be their partner when they first committed to bring the tournaments here. So the District paid a role in getting them here. This funding goes to the schools and it helps get more attendance at the tournaments. Chair Lamine said it was one of the first funding requests and the investment has definitely paid off for the area.

A MOTION WAS MADE BY KEITH LUCIUS AND SECONDED BY SEN. COWLES TO APPROVE THE FUNDING OF \$15,000 A YEAR FOR WIAA GIRLS BASKETBALL AND GIRLS/BOYS VOLLEYBALL TOURNAMENTS. A vote was taken. MOTION CARRIED UNANIMOUSLY

E. Potential Future Grants

Mr. Webb mentioned that Ashwaubenon has not reached out to the District with a formal request for funding for the Booyah Stadium. The CVB also reached out regarding their Visitor Center again as well as a sports complex. He also wanted to present a possible opportunity for funding of a women owned business on Main Street called Sunrise. They run the women's owned clothing boutique and use the profits to mentor and help young women that are making a life change and

need support. He said his wife volunteers at the boutique and he hasn't mentioned this funding possibility to them yet. It sort of fits because it's a women owned business and economic development but they really don't have the typical way to trace the economic impact of such a grant. It would be a small amount (\$15,000) to get the non-profit part of the business off the ground. It has a good purpose and wanted to hear from the Board if they'd be interested. Sen. Cowles asked if the group would be getting United Way money. Mr. Webb said the non-profit may and they are applying for a state grant also. It empowers women to get back into the workforce and it would help them with a jumpstart. He said he wanted to talk to the Board before he asks them to present. Chair Lamine asked if the funds would go to the non-profit part of the business. Mr. Webb confirmed it would. Ms. Johnson said she would love to hear more and thinks she's been there and spoke with the owner. Mr. Galvin agreed he's also be interested.

Chair Lamine compared such a request to the funding for the Wisconsin Dental Association event which really wasn't a direct fit but everyone agreed it was very beneficial. It's not completely unprecedented and he feels there is some relation to the economic development side in terms of what the programming would do for women.

Ms. Weycker asked if the District had criteria regarding non-profit vs. for profit. Mr. Kuehl said the organization should be non-profit or a municipal government type request. Ms. Weycker said that PMI is not a non-profit organization. Mr. Webb agreed but said they run a program that was grant funded. Mr. Kuehl said it could be approved for a county owned privately managed facility. Mr. Webb said they run Tall Ships but that brings great economic impact to the area. Ms. Weycker reported she heard from one of the ships (The Sullivan) that wasn't allowed to the event because they couldn't do the contract with PMI. They complained that PMI was a for profit company. Mr. Webb said he could check into that matter.

Mr. Webb said he will ask the Sunrise organization to present to the Board.

10. JUNE AND JULY 2019 FINANCIAL REPORTS

Mr. Webb reported on some minor things. He reported that user fees are more than anticipated in the budget. He spoke with some attorneys who thought some corporations gave up their tickets because of the new tax law that penalizes owning event tickets.

He also reported that the McCartney Concert is \$80,000 over what was budgeted. The interest income on the capital projects was also higher.

Other than those items, everything else is pretty much according to budget. Ms. Johnson asked where the extra money goes. Mr. Webb explained it goes into the capital projects fund. The District had \$13 million at the beginning of the year – gave them \$2 million for the lighting project. They had a \$6 million project for the security building that the District will pay out. The District replenished that with the \$700,000 that can only be used for capital projects. Once it's gone all the capital projects are the responsibility of the Team and they must maintain the facility in the top 25% of all NFL stadiums as the Lease language reads. The only way the District adds money to that is if the Packers release some additional tickets or if someone turns in tickets the District pays them what they paid and collects the new user fee amount and the extra goes into the account. Mr. Galvin said they released some Brown County taxpayer tickets. Mr. Webb said those would all get picked up for \$3,000 a ticket in fees.

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

11. DIRECTOR'S REPORT

Mr. Webb reported on the Special Revenue Fund. He said the \$4.8 million in the Operations and Maintenance account is the portion that came from the sales tax and other revenues. The ticket tax on the season tickets will supplement that to get to the \$12 million. The Packers just this month gave the District \$7.5 million as the initial payment on the ticket tax. So if you take the \$7.5 and add it to the \$4.8 you get \$12.3 million. Then there's a per game settlement that will drive another \$300,000-\$500,000. Now any playoff game goes into 2020.

He reported there is \$57 million left in the 8257 Fund which is the escrow with the sales tax in it that the District put away and bought zero coupon bonds that mature \$4 million or so every year up until 2031. At the beginning of the year the District transfers the matured portion over to the O&M fund and that's where the \$4.8 million comes into play.

There's about \$1 million left in the Special Events and Economic Development Fund.

Mr. Webb reported that license plate revenue was \$411,000 this year which is slightly down. The sales have been very consistent. This goes to reduce the amount of escrow needed to fund the O&M fund.

Mr. Webb reported the District User Fee will be used for the new security building. That is budgeted at \$6 million.

Mr. Webb reported on the NWTC Program. They have had frequent turnover and their reporting on activity has been sketchy at best. He said Mr. Kuehl has been working with them to get them back on track.

There are two parts of the District's post construction MBE/WBE program. One is the whole mentor protégé program the Packers operate and the District has an information and referral program with NWTC that receives \$5,000 annually from the District. Mr. Kuehl is trying to get them up to the level of quality the District expects.

Ms. Johnson asked if they have to contract with NWTC. Mr. Webb said the statutes called for the District to work with the technical college if goals are not met. These aren't things that are necessarily required of the District but they are just good things to do in this community.

Mr. Kuehl reported on the quarterly maintenance monitoring report. It is part of the maintenance monitoring program. They perform the annual reviews with Sigma and the quarterly reports are provided by the Team. The big things as usual are work orders for preventative and demand maintenance. This shows the Team is very focused on preventative maintenance. The other projects in the quarter were off season maintenance items with a recurring theme. They catch up on painting, cleaning, etc. when the stadium is not full of people. The unusual thing they did was to get ready for the Paul McCartney concert.

Chair Lamine asked about the site observations list. Mr. Kuehl mentioned that Sigma holds a maintenance assessment and prepares a report that lists and identifies all of the findings. They follow up with those in these quarterly reports to see what's been done and what's left to be done. Some of the items that may be open for a while like coating the concourses which is done in sections and they keep working around the bowl.

Mr. Webb reported they held the maintenance monitoring kickoff meeting August 12 with Sigma. They will have a full report available in October. Sigma lays out everything they find and they continue to be impressed with the maintenance of this facility.

Mr. Webb reported that brick and tile sales are about \$22,000 through June. December counts as two months so they should hit the \$50,000 budgeted.

The shareholders meeting was held and the staff works a booth to answer questions and sell bricks and tiles. Fans register for a drawing for a free \$75.00 brick and he asked Ms. Lucius to pick a winner from the registrations.

Mr. Webb reported on the future meeting dates. The October 21st meeting and the December budget meeting.

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

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

TOUR OF STADIUM (Security Building/Loading Dock and Other Areas)

The Board met up with the Packers' Security Director, Doug Collins, and toured the renovated loading dock area and security building.

After the tour the Board returned to the meeting room.

12. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters.

13. MOTION TO ADJOURN

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

The meeting adjourned at approximately 3:30 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist