

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, February 18, 2019** at 3:30 p.m. at Lambeau Field Atrium, Green Bay, Wisconsin.

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

ABSENT: Ken Golomski

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Holly Williams, Amy Shadian, Aaron Popkey, Ken Kaszubowski, and media.

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. Ken Kaszubowski 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 KRISTEN JOHNSON TO APPROVE THE AGENDA. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES – DECEMBER 10, 2018

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

6. COMMUNICATIONS

A. 2/4/19 Email from Team RE: Security Project Inquiry – Additional Holding Rooms

Mr. Webb said this was something Mr. Galvin asked the staff to check on and this was the response from the Team. Mr. Galvin said he saw it and would discuss it with them as well.

B. 12/17/18 WBAY Online Article: Lambeau Field Ranks Low in Food Safety Review

Mr. Webb wanted to share this with the Board and thought it was somewhat germane in that there were some struggles with the concessions this season. He feels that the staffing will continue to be a struggle for the Team. Mr. Popkey added that the information wasn't new and they pointed that out when they contacted them about the article. He said there wasn't anything

new that came out of it. He added that they address these things when they come up and they are confident that Delaware North is handling them in an appropriate manner but they continue to look at those things. Chair Lamine asked if they are still working with the volunteer groups to staff the concessions. Mr. Popkey said that is the main source of staffing. Overall, they feel it is a great opportunity for these groups to fund raise. He agreed with Mr. Webb that there are challenges that come along with that. He thinks that there are different ways to staff being implemented across the country and reported that Delaware North operates concessions in many places. Some places have better luck getting staffing and others struggle. They look at this every year in this market for ways to improve upon it. They will continue to try to get quality help and get better at as much as they can.

Ms. Weycker asked if the Brown County Health Department does the inspections. Mr. Popkey answered the Health Department does the inspections the same as they would in restaurants, etc. Ms. Johnson asked if the inspections were annual. Mr. Popkey wasn't sure of the schedule in terms of getting certified. Mr. Kuehl added that was one of the things in the rankings. Different jurisdictions inspect at different frequencies. The fact that somebody has more may be the result of the frequency of inspections as opposed to not being ranked as well as others.

Chair Lamine added that he thought it would be a challenge because they don't have an event multiple nights of the week like at a baseball park. This is probably one of the staffing challenges and he appreciates the Team's efforts to work with Delaware North to improve the operations. Mr. Popkey added that Delaware North wants to be the best they can be too and they pride themselves on service. They've been very responsive too.

Mr. Webb said they covered other issues with concessions in the District's game day review and he's also had some personal experiences when attending games which he's passed on to the Team and Delaware North and there's been follow-up on those issues.

Mr. Popkey said that this report covered things that are also noticed in everyday restaurants as well. They are working hard to maintain high levels.

C. Late Communications (if any)

There were no late communications.

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

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE AND/OR ACTION:

A. Detail of Special Events and Economic Development Fund

Mr. Webb stated the fund shows a year-end balance of what was paid out and approved but not paid which is about \$215,000. He said it was slightly better than what they anticipated when they first contracted with Sigma they thought it would be slightly below \$200,000. Now based on the current staffing and even without the concert that they anticipate in June, they expect to make it through 2020.

B. Special Event and Economic Development Fund Review

He said the Board requested a recap of the fund spending at the last meeting. He said the review should give them an idea of what's come through the fund, the background and history of the fund, some of the events and what's been paid out. He asked if they had any questions.

Mr. Galvin asked if the District seeks these out or if they come to the District. Mr. Webb said they come to the District and most of the requests are through the CVB or PMI. He also stated the capital requests come to the District directly but they are obviously not currently in the position to approve those requests.

Ms. Jensen asked about the contingencies for the Brown County Arena. Mr. Webb said the original contingencies were that they had to approve a financing plan within 18 months. He reported that they will meet the contingencies. Chair Lamine asked if there were any other contingencies beyond the financing. Mr. Webb said the District didn't want to tie up money and then have the sale tax issue that was needed to fund the project linger on. Mr. Kuehl added that another contingency was that they wouldn't release the funds until after groundbreaking so they knew the project was actually going to take place.

Mr. Webb reported they are still waiting for the City regarding the Shipyard project. Ms. Johnson said she asked about it when she got an email saying Mr. Vonck and the Mayor were going to present to the Board. He confirmed he didn't have anything on the calendar but she feels that is their plan to come back forward. Mr. Webb reiterated that they need the City to tell the District that they cannot meet the requirements of the existing grant and then he'd like to move on and help them with their new project but he hasn't heard back from them.

Mr. Galvin asked how long the City has to respond. Mr. Webb said they have until June when it will automatically cancel because of the changes made to the project. He feels there is no reason to wait that long because there are so many contingencies they cannot honor. The whole grant agreement was based on the fact that the Bullfrogs would be running the stadium. Mr. Galvin said he could check with Mr. Vonck regarding that and Ms. Johnson agreed. Mr. Webb said he would just like to help them because the other project has some merit but doesn't feel the need to wait until June. Mr. Galvin appreciates that and with the upcoming mayoral election it would depend on who takes over that seat. Mr. Galvin said the thing to do would be to check with Mr. Vonck again and get something moving forward. Mr. Webb agreed and said Mr. Vonck reached out to him and asked if the District wanted the new reiteration of this and he said there was no money for it at this time. They have to cancel the other grant in order to move forward. Mr. Galvin said he will try to get some communication going again. He agreed the project has changed and doesn't see how the City could argue that but he feels the sooner they get moving on this the better they will be. Mr. Webb agreed.

Sen. Cowles asked if there was anything new on the fairgrounds master plan. Mr. Webb reported the District just got a copy of the plan and invoice today and it came in slightly under budget at about \$76,000. They will review it and will report back to the Board at the next meeting.

C. Post Event Information – Forest Lakes District – Evangelical Free Church of America

Mr. Webb reported that this event is one of the best events the District supports. The cost to the District is minimal and the economic impact is very good – close to \$2 million for a \$6,000 investment. The cost covers busing the attendees from the hotels to the events at a time when there are no other events in the area unless the Team hosts a wildcard game.

Mr. Kuehl agreed that the event is great because it does generate so many room nights and economic impact for such a small contribution. He mentioned that one year the group even gave some money back. Sen. Cowles asked if they are coming back next year too. Mr. Kuehl said they signed up through 2022 and the CVB will talk to them about extending it further to 2025. Mr. Webb said there was no funds allocated for next year yet but he thinks there will be a request for funding. Mr. Galvin mentioned that the Dells might bring some competition for the event but even if the District increased the amount the result is worth it. Mr. Webb agreed and Mr. Kuehl added the group seems to like Green Bay and they seem comfortable with the area now which helps. Chair Lamine said this event spreads the benefit around the entire community as well.

D. Future Special Events

There was nothing to discuss. They will continue to look at smaller events like Forest Lakes and will bring them to future meetings.

E. Funding Request – Nicolet Bank Tall Ships

Mr. Webb said the District really likes this event. They've been a supporter in the past and PMI is under the understanding that they will only receive funding for the event based on having the McCartney concert. PMI was present to discuss the event and answer any questions. The amount is not as much as they've given in the past but it was a reasonable amount based on the circumstances.

Ms. Williams reported that the Santa Maria is coming to the event this year which is featured on their marketing brochure. It is an exact replica of the Santa Maria. There will be a total of nine ships and she handed out more information to the Board. There are eleven port cities in the Great Lakes – six in the United States and five in Canada. Chicago is usually a very large port but they decided not to participate this year. There will be a stop in Kenosha but they are not traveling into Lake Superior so Duluth will not be a stop either this year. Therefore, Green Bay and Kenosha are the only ports in Lake Michigan. In 2016 the festival was attended by an estimated 60,000 people plus an additional 7,000 attended the events in Door County. It is a regional event. The festival is in Green Bay from July 26-28 where people can board the ships, go on sailing excursions, and view fireworks. The next day they will sail to Sturgeon Bay and then to Algoma and race to the next port in Kenosha. It is a risky event for PMI because it is outside. They have about \$600,000 in expenses for this event. An average ship can cost anywhere from \$20,000 - \$70,000. So if they have one bad day of weather it would cause PMI to only break even on the event. In 2016 the CVB estimated there was a \$4.358 million economic impact for this event. She assumes the economic impact will just increase this year due to cost of living.

The world's largest rubber duck will also be in port again. It was a huge hit in 2016 which brought media coverage all over the world.

Sen. Cowles asked if the event was held here twice before in this decade. Ms. Williams said it is the 5th time it has been in Green Bay. It gets a little bit bigger and better because they know what to expect and how to handle homeland security and the foreign vessels. Mr. Galvin asked about docking the ships further along the dock in the past. Ms. Williams said the last three times they only docked in Leicht Park but they had docked on both sides of the river prior to that which is difficult for logistics and security.

Sen. Cowles asked if they still require a captain for the ships to bring them in to the port. Ms. Williams answered that all foreign vessels have to have a pilot on board when they are in the

Great Lakes – even when they are out in the middle of Lake Michigan. Santa Maria and Picton Castle are the two foreign vessels and that is quite expensive for them. Pilots are paid around \$500-\$800 an hour so they try to go as fast as they can to get here. Some of the US ships will race and do sailing activities on their way but the foreign vessels will probably be the first to arrive in port. Mr. Galvin asked about a past issue with a foreign vessel and a pilot trying to raise money at the last second. Ms. Williams said the two foreign ships at this year's event are very aware of the costs. The Viking ship was aware of their costs but they chose to ignore the recommendations and she feels it was more of a way to try to get more media attention and get additional funding for their ship.

Chair Lamine said the event really transforms the downtown and it's like you're in a completely different city. The activity level is up and it is a neat event.

Mr. Webb said it also takes a lot of coordination between PMI and the City, etc. There are a lot of partners involved.

Ms. Williams asked for \$15,000 which will be contingent upon the Paul McCartney concert taking place.

Sen. Cowles said the event is definitely a great event.

Chair Lamine said there was no need for a closed session and the Board agreed.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY BILL GALVIN TO APPROVE THE \$15,000 GRANT FUNDING REQUEST FOR THE NICOLET BANK TALL SHIPS FESTIVAL CONTINGENT ON THE PAUL MCCARTNEY CONCERT TAKING PLACE. There was no additional questions or discussion. A VOTE WAS TAKEN. MOTION CARRIED UNANIMOUSLY.

Vice-Chair Weycker asked about the event scoring and the reference to the relationship to Titledown District. Mr. Webb said that it has to do with what effect it has on the corridor here surrounding Lambeau Field. This event doesn't have an effect on the immediate area. She said the District also should consider the effect countywide. Mr. Webb agreed but if it affected the immediate area some Board members might want to give more funding. Mr. Kuehl said it does bring room nights to this area and feels that visitors come to this area as well – not just to view the ships. Therefore, it is a big enough event with a big enough draw to bring people everywhere throughout the community but it is not directly happening in this District. Chair Lamine asked if there was a formal application for the events like the capital requests. Mr. Kuehl said they have a different application form for events.

8. NOVEMBER 2018, PRELIMINARY DECEMBER 2018 AND JANUARY 2019 FINANCIAL REPORTS

Mr. Webb reported that Chair Lamine found a missing formula in the report however it is on an interest item so it doesn't impact anything. January has very little data to report as anybody knows that deals with financials. They are still working on the final December report. There were no questions for Mr. Webb.

A MOTION WAS MADE BY MARAGARET JENSEN AND SECONDED BY LEAH WEYCKER TO APPROVE THE FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

9. DIRECTOR'S REPORT

Mr. Webb reported on the Special Revenue Fund. He said nothing has really changed. There is almost \$62 million left in the 8257 Fund for the required payments to the Team through 2031. The District User Fee amount is \$14 million but they just cut a check to the Team for \$1 million for the capital improvements discussed at the budget meeting for the lighting system that was installed.

Mr. Kuehl said there was nothing major to report regarding MBE/WBE other than they haven't yet received the report from NWTC for the last quarter. He has contacted them and will follow up. He has heard there were some staff changes. Vice-Chair Weycker confirmed there is a new contact.

Mr. Webb said there was no update on maintenance monitoring.

He reported that the brick and tile sale's year-end sales figures were a surprise. He said the sales rebounded in the fourth quarter to get to \$61,000 total sales for 2018 which could be due to Christmas sales. He reminded the Board of the importance of the sales numbers for bricks, license plates and the first \$500,000 of ticket tax. This amounts to over \$960,000 that doesn't have to come out of the District's escrow account.

Mr. Webb reported on the future meeting dates. Vice-Chair Weycker mentioned she will miss the next meeting.

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

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

The meeting adjourned at approximately 4:10 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist