

## 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, September 25, 2023**, at 2:00 p.m.

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PRESENT: Leah Weycker, Keith Lucius, Sen. Cowles, Mark Graul, Chad Weininger, and Barbara Dorff (by phone)

EXCUSED: Bill Galvin

ALSO PRESENT: Brian Dworak, Ken Kaszubowski, Aaron Popkey, Bill Vande Castle, Joel Everts and Ann Patteson

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### 1. CALL MEETING TO ORDER

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

### 2. ROLL CALL

Roll call was taken. All Board members were present except for Bill Galvin who was excused.

### 3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

### 4. APPROVE/MODIFY AGENDA

Mr. Dworak stated that a representative from the District's CPA firm CLA was scheduled to attend the meeting to present the audit, but due to a family emergency is not able to attend today. He stated the Board had two options with regard to the audit report. He could present the audit report and they can review the document as is and do a follow-up with either a special meeting or by a phone call with the auditor. They could also take it off the agenda today and wait until December to review it if the Board preferred to have the audit team present to present the financials.

Mr. Graul stated he would prefer to wait for the presentation from the audit team. Other Board members agreed that it could be tabled when they come to it on the agenda.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KEITH LUCIUS TO APPROVE THE AGENDA. A vote was taken. MOTION CARRIED UNANIMOUSLY.

### 5. ELECTION OF OFFICERS

Mr. Dworak said the bylaws for the District call for the election of officers every September. However, it doesn't specify exactly how it is done. Mr. Vande Castle said there is typically a motion for the Chair position first, but there also could be a motion made to reappoint the existing Board officers.

Ms. Dorff offered to move to appoint the current officers if they are in agreement. They were.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY MARK GRAUL TO KEEP THE CURRENT SLATE OF OFFICERS WHICH CONSISTS OF LEAH WEYCKER, CHAIR; KEITH LUCIUS, VICE-CHAIR; SEN. COWLES, SECRETARY/TREASURER. A vote was taken. MOTION CARRIED UNANIMOUSLY.

6. REQUEST FOR APPROVAL OF THE MINUTES – JUNE 26, 2023

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY KEITH LUCIUS TO APPROVE THE MINUTES. A vote was taken. MOTION CARRIED UNANIMOUSLY.

7. ANNUAL AUDIT

A MOTION WAS MADE BY KEITH LUCIUS AND SECONDED BY MARK GRAUL TO TABLE UNTIL THE DECEMBER MEETING DUE THE AUDITOR BEING UNAVAILABLE FOR TODAY'S MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

8. COMMUNICATIONS:

A. Packers Financials

Mr. Dworak noted the financials distributed are shared at the annual shareholders meeting in July. The primary item of note on the financials is under the expenses is reported as a net number showing the net of the District's contribution towards O&M of Lambeau field of \$13.3 million in the Packers fiscal 2023 year and the District's 2022. This number was \$13 million in the prior year. He asked if the Board had any questions or if Mr. Popkey had anything to add.

Mr. Popkey said most were familiar with how the District's contributions were coming from ticket tax and the other fund is a portion of the overall O&M.

Mr. Graul asked about the assets in the property and equipment listed on the balance sheet. He asked if that included the improvements that the Packers paid for. Mr. Popkey agreed and said that it would just be the Team's improvements. Mr. Dworak added it is reporting net of depreciation. Mr. Popkey agreed and thanked him for clarifying that.

B. August 7, 2023, *Green Bay Press Gazette* Article, "Packers Have Invested \$1 Billion This Century, Thanks in Large Part to 2003 Lambeau Renovation

Mr. Dworak mentioned the article highlights the success of the original redevelopment which made the stadium a year-round destination and gave the Team to opportunity to invest all those funds and continue making this a great destination. The redevelopment the District participated in helped relaunch the stadium and made it what it is today.

C. LATE COMMUNICATIONS (if any)

There were no late communications.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY SEN. COWLES TO RECEIVE THE COMMUNICATIONS AND PLACE 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. Dworak gave a Special Events and Economic Development Fund update. The summary is through August and shows two updates. The first update on the Fund report was also mentioned in June, the USHL hockey event that the Board approved funding for is now confirmed and Discover Green Bay will get a release out very shortly. They'll be hosting in 2024, 2025 and 2026 and potentially with options to continue that in the future. The Board previously approved it as a 3-year grant for 2023, 2024 and 2025. If everyone's okay with moving that one year forward the funds are approved and in place and he didn't think there was a need for a formal motion to change that unless the Board wanted one.

Mr. Graul asked if this is locked in now. Mr. Everts said it is and reported the group had a big event last week and had an announcement ready to go but they wanted to wait and get through that event before they announce this one. They will be coming to Green Bay for three years. Mr. Graul congratulated them for securing this event. Mr. Lucius asked about the timing of the event. Mr. Everts said it would be two in April and one in and July. There will be three different levels of hockey skills at each event, each year - like a combine. Mr. Lucius asked how many people come into town for the events. Mr. Everts said it would vary by event. The April events would bring in 500 players or so and the July event would be 200-300. The economic impact would be \$1 million each year with a total of \$3 million dollars of over the three years.

Mr. Dworak added the other change on the form is the horseshoe event which is the NHPA World Tournament in 2024-25. This event was removed after Discover Green Bay decided not to continue pursuing that event due to some of the requirements the group was asking for. So that bid is withdrawn, and it was taken that off the list based on a conversation with Discover Green Bay a few weeks ago. Chair Weycker asked about the amount. Mr. Dworak reported it was \$50,000. He asked Discover Green Bay to present the event they will request funding for today.

Mr. Everts added that the horseshoe event was a good event to go after, but they just couldn't get some of the expenses to line up. He reported he even went to this year's event to see the event, and they just decided to withdraw their bid to host that event like Mr. Dworak reported. He wanted to present a new funding request for another great event for 2025.

Mr. Dworak asked if the Board had any questions about the changes on the fund statement. Sen. Cowles asked if the \$50,000 funds committed were back in the funds available. Mr. Dworak agreed they were. The funds available changed in June when they reviewed the number. The June balance was about \$740,000. The WIAA approval in June of \$32,000 reduced that number and then they added back the \$50,000 and about \$15,000 worth of interest revenue that came into the account. That's how there is a net increase of \$33,000 in available funds.

B. Funding Request – Discover Green Bay

- YMCA of the USA Gymnastics National Championship

Mr. Everts presented the event score sheet for a new event. It's another great event for the community and the expenses are more in line with their comfort level. They just found out the total expense is around \$150,000 - \$200,000 to host the event. They are requesting \$50,000 from the District. There is a significantly greater impact for this event than the horseshoe event would have been. It might be up to 3,000 rooms a night with a \$4.5 - \$5 million impact over a 4-day event in late-June. It's a great timeframe for Resch Expo and they are finalizing some plans with the Resch Center for the opening ceremony. He reported they are also in conversations with the Packers with timing of OTA's and training camp so they could possibly use the team's practice fields or banquet rooms. The group would come up with funding sources as well. It's another great event that came to Discover Green Bay and they've been working on it to put together the final pieces of the bid.

Sen. Cowles asked for an idea of facility costs. Mr. Everts said the Resch Expo will probably be about \$100,000 because they're going to use two of the halls for four days and then they're still talking about if they want to rent the upper level to use for coaches' receptions or maybe an expo. They're trying to figure out where they'd put exhibitors for sweatshirt sales and all that kind of stuff -- whether they have enough space to get it in the two halls or do it out in the pre function space or just have a big event in the space upstairs. So they're looking at probably about \$100,000 for rental of the Resch Expo and then the Resch Center would be just a half day with Wednesday opening ceremony. They are still working that out.

Mr. Graul asked if this event has never been to Green Bay. Mr. Everts answered no it has not. He asked if this event is hosted in cooperation with the local YMCA. Because of the significance of it there are other YMCA's involved like Marinette and Marquette, and someone from the Fond du Lac YMCA is on the national committee. A regional person in Sheboygan is also assisting and then the Green Bay YMCA is actually one of the larger clubs in the state so there are good volunteer sources and good connections involved.

Mr. Graul asked if there are many others bidding for this event. Mr. Everts said the event has moved around. It was held in Savannah, GA, Cincinnati, OH, Pennsylvania next year and it has been in the Dells and it has been in Milwaukee, although that was probably about 10 or so years ago. Mr. Graul said it seems like an awesome event.

**A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY SEN. COWLES TO APPROVE THE \$50,000 FUNDING REQUEST FROM DISCOVER GREEN BAY FOR THE YMCA OF THE USA GYMNASTICS NATIONAL CHAMPIONSHIP. A vote was taken. MOTION CARRIED UNANIMOUSLY.**

Mr. Everts also reported on the Forest Lakes District - Evangelical Free Church Of America event. He stated that the group has agreed to hold the event here until 2028. It is a great event for that time of the year with a great impact. The funds from the District help with shuttles to the KI Convention Center for the event. This group brings a lot of activity to the downtown area. Mr. Graul said it would be helpful for all of us to have updates on things that are not for sure and where they stand.

Chair Weycker stressed the importance to keep generating funds to bring these events to the area during these slow times.

## 10. JUNE/JULY/AUGUST 2023 FINANCIAL REPORTS

Mr. Dworak highlighted the first couple of pages (10-2, 10-3, 10-4), which are simply the check register and all the payments that the District has issued year to date. He reported there's nothing unusual or out of the norm in the check payments. Everything's within the approved budget for the year and approved events in the case of grant money distributed to Discover Green Bay earlier in the year.

He presented the year-to-date August numbers beginning on page 10-32. He noted a couple of items because at this point of the year they haven't gotten to football games yet and aren't taking in and a lot of ticket tax or other activities. Therefore, ticket user fees are \$1 million more than projected due to ticket exchanges and the number of tickets that were exchanged again this year were a little bit elevated. All of that \$1.6 million goes into the Capital Improvements Fund and continues accumulating funds for possible use in the future. There were some significant numbers - positive variances - again from projections on interest revenue which is following in line with higher interest rates and in some cases higher balance as well. The first line item - interest on construction funds is really the Capital Improvements Fund so as they continue to accumulate money there that interest increases as well.

He presented page 10-35 with a variance of a projection for qualified bank fees to be \$50,000 higher than projected. That's all related to the user fees and credit cards that are processed which was similar from the budget last year on that line item. Mr. Graul asked if Mr. Dworak expected that to continue. Mr. Dworak said it has been going on for two years and it might continue for a few more years but wouldn't expect it to be indefinite and expects it to tail off.

Mr. Dworak reported on the District Operating Fund on pages 10-36 and 10-37 shows really no significant anomalies. Everything is trending as expected and he does not expect significant anomalies at least sitting here today. He added variances from what projections were at the start were reported and it's been a fairly routine year so far as it relates to District activities.

Mr. Graul asked about the \$13.4 million budgeted for the O&M to the Packers. Mr. Dworak said they paid none of that this year. He added there's usually two requests made on that. One is made in November/December just before the end of the calendar year with what's in there. They finish that up after the first of the year. They just haven't accumulated that much because the first home game of the regular season was here so there's probably only half of that in that fund right now.

Mr. Graul asked if the data they looked at during the last meeting and had a long discussion about was all 2022 data. Mr. Dworak agreed it was 2022 data.

**A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY KEITH LUCIUS TO APPROVE THE FINANCIAL REPORTS. A vote was taken. MOTION CARRIED UNANIMOUSLY.**

## 11. DIRECTOR'S REPORT

Mr. Dworak reported on the Special Revenue Fund statement. This is a historical rollup of all activities in these funds that reconciles back to the current balances in each of those accounts. So, current bank balance is a total of \$53 million. In kind of a quick comparison back to the audited financials, the cash and investments number as of January 1st of this year was around \$66 million. If you add back here

the \$11 million and receivable interest they're really right in that same neighborhood of where that bank balance was and haven't paid out any significant amounts this year so that ties back out.

The next item on the report was the District User Fee statement. Mr. Dworak stated this is the user fees he mentioned as the variance in the financial reports, where \$1.6 million was added to this fund this year. So, over the last two years they've added about \$3 million, and it's gotten back up from a point where it was which was right around \$2 million for a while. He said they have been elevated prior to that and probably averaging \$500,000 - \$600,000 a year in additions to this to the user fee account.

Mr. Dworak presented the second quarter maintenance report from the Team. This is a quarterly report the Team provides both the District and Sigma. They are looking at trends here again and looking at how much demand and preventative maintenance occurs. The second quarter is really the Team's point in time where they are getting ready for the season, they're coming out of winter and getting everything ready. In total, the number of work orders are 480 demand, 365 completed, and a little over 800 preventative maintenance. That's pretty consistent with what they did in the second quarter the prior year as they come out of winter and get ready for things. He reported they rolled out a new maintenance tracking system where their staff can be out in the field, observe something, and send in a maintenance request right from their phone.

He reported on one item that caught his eye and he connected with the maintenance team. A structural assessment of the building was performed. Some concrete testing of the original stadium bowl is done about every 10 years to get a closer look at how it's aging. Mr. Kaszubowski added that the building is 60 years old, and they look at the chemical composition and to see if there's a salt issue. This is a test to look at the bowl closer for damage. They haven't gotten the report but were verbally told there were no significant issues.

Mr. Dworak provided an update on the annual maintenance audit update. The Sigma team performed the on-site inspection the last week of August and we always do kind of a closing walk through with the facilities director about a week after that. We did that toured six to eight different areas of the facility; two places on the roof where we noticed a couple of things we wanted to make sure they were aware of right away in case they hadn't already noticed that. And then they're handful of rooms that are kind of utility or work rooms underneath that had some drywall water damage noted. The walk-through is an opportunity for Sigma to bring to their attention things that they might not want to wait 60 days for 90 days for to get the report and understand what's happening there. So, beyond that, there were no significant issues or safety issues noted in that inspection and we'll have that full report to present to December.

They are working to solidify a date for the game day review and that will probably be late October or one of the November games.

Mr. Dworak presented the independent monitor report. This is an annual report to document compliance with the goals established by the legislation for business participation and workforce diversity. Goals for minority, women, and disabled veterans have been established. In total through this report and the tracking of this report, over \$77 million has been paid to certified firms. The 21% goal target for those expenditures was exceeded. He reported that the number was about 23.4%. There isn't a finding again this year where on the operations and maintenance expenditures specifically the goal is being met but it is being met a little bit disproportionately by women-owned business enterprises versus the minority business enterprises. He knows that's something the Team continues

to work with on finding additional vendors and they have their mentor protege program, which is really working to help business owners develop some of their businesses with the goal of gaining some additional participation in that program. There's also a workforce participation in terms of new hires and hours and those goals were also exceeded by a significant amount again. This is accumulative total from 2004 all the way through this report which covers through 2021. There's always a little bit of a lag here with the reporting on this.

Sen. Cowles asked about the 29% women workforce number on Miron Construction new hire hours. Mr. Dworak noted that Miron does have a significant amount of women new hire hours which is interesting. He said this is a two-part process. There's a coordinator for this program that the Packers hire which is AFF Research and that coordinator and the independent monitor are involved in this report.

Mr. Dworak reported on the brick and tile sales. They are tracking a little bit behind 2022 and since 2021, the sales were a little bit behind so we're tracking even a little bit behind that. However, most of that business or a significant portion of that business happens at the end of the year here in November and December with the holidays.

The last item on the director's report was the remaining 2023 quarterly meeting dates. We have one left in December but before he set dates out for 2024 he wanted to ask if the current scheduling still works for everyone or if there was a desire to change that. There were no comments about meeting date changes so they will set similar consistent dates for 2024 and give them to the Board in December.

There were no other matters on the Director's Report so if there are no other questions would look to for a motion to approve the Directors Report.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY SEN. COWLES TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION CARRIED UNANIMOUSLY.

12. MOTION TO CONVENE INTO CLOSED SESSION

Ms. Dorff wanted to confirm that it was okay to stay on the phone with her husband being near her. It was determined that it would be fine.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY SEN. COWLES TO CONVENE INTO CLOSED SESSION. A ROLL CALL VOTE WAS TAKEN. 7 AYES – MOTION PASSED.

A MOTION WAS MADE TO RETURN TO OPEN SESSION.

13. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters.

14. MOTION TO ADJOURN

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY KEITH LUCIUS 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