

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, June 24, 2024**, at 2:00 p.m.

PRESENT: Leah Weycker, Keith Lucius, Mark Graul, Bill Galvin, Sen. Cowles, and Barbara Dorff

EXCUSED: Chad Weininger

ALSO PRESENT: Brian Dworak, Ken Kaszubowski, Aaron Popkey, Bill Vande Castle, Joel Everts, Village of Howard representatives, YMCA representative, and media.

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 Chad Weininger who was excused.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

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

5. REQUEST FOR APPROVAL OF THE MINUTES – APRIL 8, 2024

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY SEN. COWLES TO APPROVE THE MINUTES. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Mr. Graul asked about a possible missing agenda item regarding the equipment sale. Mr. Dworak added that they continue to have discussions about this, and it would be best discussed in the closed session.

6. COMMUNICATIONS

A. May 10, 2024, Green Bay Press-Gazette Article RE: Packers' 2024 Projects

Mr. Dworak mentioned these projects were all hit on briefly at the last meeting by Mr. Popkey, inclusive of the locker room that they will be discussing later on in the agenda. Other projects were concessions work and other things mentioned.

B. June 14, 2024, Green Bay Press-Gazette Article RE: World Cup Team Site

Mr. Dworak said it was reported that Green Bay was being considered as a possible site for a World Cup team next summer for a base camp but not a formal event or game.

C. Open Records Request (Bill Vande Castle)

Mr. Vande Castle reported that the District received an open records request in mid-May from Pete Samaras. He was sent a couple of clarification letters trying to narrow down what he wanted from us.

D. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY BILL GALVIN AND SECONDED BY SEN. COWLES TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION PASSED.

7. 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. He reported the fund balance is very similar to the last meeting except some interest revenue. He said there is still one pending event – the YMCA National Gymnastics Championships. Mr. Everts reported they are currently finishing up in the Pittsburgh area and waited to announce where the next spot will be. He's fairly confident they will come to Green Bay next year.

Mr. Graul asked about the money for the Draft and when it will be transferred to the Packers. Mr. Dworak expected it would go out in 2025 and an earlier window wasn't discussed. He's assuming it would be the first quarter of 2025 leading up to the Draft.

B. Funding Request – Duck Creek Triathlon (Village of Howard)

Mr. Dworak presented information on a grant request for the Village of Howard's Duck Creek Triathlon. It is a first year event taking place in the Village of Howard and they've requested \$5,000 to support marketing for the event to try to drive some longer term economic activity and increase event attendance. He said there were representatives from Howard in attendance to answer any questions.

Mr. Graul asked who was paying for this. Mr. Dworak said the Village of Howard is the sponsoring entity and would be receiving the funds.

Ms. Kroening reported that the Village of Howard has had some wonderful improvements in their community and thought this event would show them off a bit. The YMCA is serving as a charitable partner to draw their expertise from regarding an athletic event. The event involves a half-mile swim in the quarry – a 12-mile bike ride through Howard and Suamico who has been a wonderful partner as well. They are also partnering with Bellin Health for medical staffing. They are also using their own EMS staff. The event ends with a 3 mile run on the Mountain Bay Trail. It will showcase the beautiful parts of the Village of Howard. They are

shocked by the interest in the event because it is the first year. There were 220 registered as of this meeting. Mr. Haydon of the YMCA reported they had anticipated 100 participants.

Mr. Dworak asked about the long term goal and the maximum capacity for participants would be. Ms. Kroening said this year would tell them what they need to know. They met with Bellin and they asked them to cap it around 240-250 to have a safe and successful event and get people to come back next year. Then they will know exactly how many resources they would need. But they would definitely want to grow it as big as they can get it. Mr. Haydon referenced the Door County Triathlon that has limited their event to 1,000. Ms. Kroening added they definitely have the space for it but wanted to make sure it's a safe event.

Ms. Weycker asked if the event will still occur if they don't get the District's funds. Mr. Graul asked about using the funds to market the event and obviously that window has already closed with the event coming soon. They said they initially planned on a last-minute marketing push but then were told they had to cap the event.

Sen. Cowles asked about the \$15,000 cost for marketing. Ms. Kroening said they already spent close to \$14,000. Sen. Cowles asked about the economic impact. Mr. Rodgers said there were 57 registered participants outside Brown County and they would most likely not leave immediately after the event and most of those people would probably stay the night before.

Mr. Graul asked about the registration fees. Ms. Kroening said the registrations fees is the largest source of funds but they kept it low this year because they wanted the participants. They also had a couple sponsorships and the Village of Howard will be taking a loss on the event but it will be worth it.

Ms. Dorff asked about the economic impact of \$15,000 and wanted to know if they felt it would be more than that. Mr. Dworak said the budget and the impact were both estimated at \$15,000. He added that not all the money might be local spending but it might be more economic impact than that.

Ms. Weycker asked about the quarry being open to non-residents. Ms. Kroening said they are wristbands available to non-residents.

Mr. Galvin asked about the marketing costs and whether they wanted to get reimbursed for what has been spent. Ms. Kroening said they did have fliers, posters, and banners already printed and ads will run in the bulletin. Mr. Galvin asked about ads in runners magazines. Ms. Kroening said they wanted to get ads into the Dane County and Milwaukee area but wasn't sure it would matter now. They plan to do this earlier next year.

Mr. Galvin asked about the police costs and if they reimburse Howard for these services. Ms. Kroening said DPW is part of Howard and it will be part of their regular budget. The sheriff's department is a separate contract and they ordered extra staffing and patrols for the event. Mr. Galvin said that will put it well over \$15,000 in expenses for the event.

Mr. Lucius asked if this was a one-time request or if it would be ongoing. Mr. Rodgers said it would depend on the success of the event. If they feel they could raise the registration price to cover more expenses and it grows year after year then it could possible be ongoing.

Mr. Lucius said he's not sure if he could support it for a one-time request. He wanted to see more economic impact for the entire area. He's not sure participants are staying and exploring the area.

Ms. Dorff understood Mr. Lucius' comments but also feels it's not a large amount and it might have an economic impact for the area.

Mr. Galvin said these events usually start out small and the entire community gets involved so he's in favor of it. He feels it would be selling the community.

Mr. Graul said it is a great idea but he's on the fence. It seems like it's already cooked and would love to see the event get bigger next year and help them with the marketing that they originally asked for in April. This would make sense and the objective would be to try to get people to come in from other states and feels it would be a good expenditure to help increase the marketing for next year if they feel they have the capacity to get more participants.

He feels these funds should be used for getting events here rather than for events already here. He would rather give the funds for a future event than this year's event.

Mr. Lucius agrees but he is hesitant to make a future ongoing commitment. If they could grow the event next year he would support doing that with a one-time contribution.

A MOTION WAS MADE BY BARBARA DORFF TO APPROVE FUNDING REQUEST FOR \$5,000.

There was no second to the motion.

Sen. Cowles asked for clarification on the motion. He wants to approve funding for the next event.

A MOTION WAS MADE BY SEN. COWLES TO APPROVE FUNDING REQUEST OF \$5,000 FOR NEXT YEAR'S EVENT.

Mr. Dworak would make sure they would have a 2025 event.

Mr. Graul asked the representatives about this concept to approve funding for the next event or would they prefer a larger request.

Mr. Dworak said this doesn't have to be a simple up or down on this year's event funding request. The Board could approve less funding for this year's event and leave the door open for next year's event funding.

There was no second for Sen. Cowles' motion.

Mr. Galvin added that they need to come to the Board earlier in the future for marketing funding requests.

A MOTION WAS MADE BY BARBARA DORF TO APPROVE FUNDING IN THE AMOUNT OF \$2,000 FOR THIS YEAR'S EVENT AND SECONDED BY BILL GALVIN. A vote was taken. 5 AYES – 1 NAY. Motion passed.

8. REQUEST FOR CAPITAL IMPROVEMENTS FUNDS

A. Locker Room Project – Tabled from April 8, 2024, Meeting

Mr. Dworak said this was discussed at the last meeting.

Ms. Dorff said she has heard enough about this request at the last meeting and doesn't see any point in further discussion. Mr. Galvin agreed and added that his concerns raised at the last meeting have been satisfied and the announcement of a possible World Cup utilization of the facilities has been proof of the need for a third locker room.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY KEITH LUCIUS TO APPROVE THE FUNDING FOR THE LOCKER ROOM PROJECT.

Further discussion ensued.

Mr. Graul thanked Mr. Popkey for getting the Board all the requested information. He said he spoke with Mr. Popkey about this and what they found out was that 11 NFL facilities have a third locker room beyond the home and visitor locker rooms. Mr. Dworak clarified that 11 venues responded and all 11 that did respond said they had a third locker room. That leaves 20 others that haven't responded. Mr. Graul asked Sigma if they knew about the other 20 facilities locker rooms. They said they do not have this information.

Mr. Lucius said he supported this request the last time and feels it is important. It is exactly what the Board is looking for but comes with the expectation that they will use the facility more and wants the Packers to know that the Board is supporting this with the expectation they will see more events in the Board. He asked Mr. Popkey to bring this back to management and he feels it is important this goes on record. Mr. Graul added there would be no reason to approve this other than to promote the willingness and desire of the Board for more events in the bowl.

A VOTE WAS TAKEN ON THE MOTION MADE BY BARBARA DORFF. Motion passed unanimously.

9. FINANCIAL REPORTS APRIL/MAY 2024

Mr. Dworak presented the financials. He pointed out the variance reported on page 9-2 - under the public charges and user fees. It looks like a big variance right now, but they are still in the process of collecting the revenue and it takes some time to get it refunded. The \$1.2 million is likely too high. There will be some money going out of that account in June and a much more accurate number will be reported in September.

By and large everything else has been in accordance with budget and nothing abnormal has taken place to date. The only other variance he wanted to point out was on page 9-6 under regional counsel. The number projected was \$15,000 which is Ms. Patteson's time spent on the lease and that doesn't directly

hit the operating account that is approved. That is a special expense, and it doesn't represent the current balance. It's just an estimate with the understanding there may be more with this being an estimate.

Everything else to date through May is basically tracking along with budget and there are no abnormal variances.

There were no questions on financials.

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

10. DIRECTOR'S REPORT

Mr. Dworak presented the Special Revenue Fund statement that rolls up the historical data and ties back to the very bottom line and current bank balances. It shows the history and the one thing to note is the Operations & Maintenance Fund still includes the \$6 million from 2023 that's been accrued and is waiting for final detail to get paid out which will be discussed.

Final Operations & Maintenance Request detail for the year shows \$15.5 million available for the Team for 2023. They submitted the detail for \$16.1 million – they are submitting entire categories and that's the reason it's higher. The District has paid out \$9 million of that in December prior to the year end. The rest is in accrual. There were several follow-ups in the email sent after the fact but he was happy to answer any questions or items noted in the detail.

Mr. Graul appreciated receiving the detail and it was useful. He asked about the \$2.8 million of insurance expenses and wanted to know why the taxpayers are paying for that. He asked about the \$1 million in cleaning expenses which seems high to him. He asked what kind of cleaning service it is. Is it for cleaning the offices or the bowl. Mr. Dworak said it is all of the above. It's a combination of contracted services for cleaning the bowl and cleaning the atrium. It's also some of the in-house staff that also cleans those areas. It includes cleaning anywhere in the complex as an operations expense. Mr. Graul questioned how when the taxpayers approved what they approved it would include emptying wastebaskets in the administrative offices. He doesn't think that was what was envisioned.

He also asked about the PMI expenses and what they would be reimbursed for. Mr. Dworak said PMI provides staffing and most of those expenses are game day related. That would be staffing the parking lots and the ticket scanners. He thinks they may work the bowl as well.

Mr. Graul asked about page 10-12 which described an expense for a cover for an autograph wall. Mr. Dworak didn't know what that was for and offered to follow up on that line item. Another item Mr. Graul asked about was the professional feeds for miscellaneous PR to Somerville which he thinks is an engineering firm. Mr. Dworak said some of that column could be cut off or the description is cut off – it could be miscellaneous projects and not public relations – miscellaneous pr. On 10-20 there is money for the no electronics signs for the coach and game day "G" flags. On 10-21 there's a line item for \$8,600 for trophy cleaning. Mr. Dworak said in some of these cases like the signs, etc some are entire categories where they aren't going through and scrubbing everything out. Mr. Graul said they did submit this, and he has to look at it for the taxpayers. He does not understand and disagrees with what the Packers are saying is operations and maintenance expenses. He knows they spend more than \$15 million and hand the Board a spreadsheet, but he feels these expenses are not what was

envisioned when that legislation was passed and the lease was signed to be paid for with essentially taxpayer dollars.

Chair Weycker said she understands there are more expenses on the report than there are funds available. Without an exact definition of what operations and maintenance is and because it's so vague she feels Mr. Graul's pain. Mr. Graul added that he still doesn't know how "G" flags qualify as operations and maintenance. Chair Weycker said the Lombardi trophy at the American Family Gate entrance probably gets a lot of handprints on it and it is pretty huge and feels that is why the cost to clean it is so high. Mr. Graul agreed that could be the reason for the expense. Chair Weycker agrees some are promotional items which could be considered operations. She asked why the Packers have to advertise at all but of course it is important. Mr. Graul said it stretches the limits in terms of maintaining the facility which is what this is supposed to be used for.

There were no other comments on the request. Mr. Dworak said a motion to approve the funding was not necessary and the final approval of the Director's Report would include the approval of this request.

Mr. Dworak presented the Capital Projects Fund on page 10-30. This is funded by the District user fee and he explained how the revenue and expenses are tracked. The District user fee - \$32 million on line one is the net revenue that's retained by the District, which includes any new seats that were issued with the southeast end zone or the difference between the old and the new user fee. On a green package where the new user fee is \$2,100 – and the \$700 difference goes in the first line item. The \$1,400 collected goes in the second line item. Then it is mirrored by the reimbursement user fee below. In this particular case in May when looking at the financials right now there's a gap between the reimbursement fee and user fee collected. There are still refunds taking place as stated earlier and they can't issue them to prior seat holders until the revenue is collected. The gold package difference is \$300 which is the Milwaukee package.

Mr. Graul asked whether the concept of taking the difference in seat fees wasn't original. Was it something that came later. Mr. Dworak agreed – when the user fee changed in 2012 at the same time the southeast end zone was coming on line – the increase in the fee was to help fund part of that project, that's when the user fee changed.

Mr. Graul asked prior to that how were capital projects funded. Mr. Dworak said there would have been an excess from the original construction that would have gone into this account that would have funded that part of it. Chair Weycker asked if it was from the original construction or the original sales tax. Mr. Dworak said the original user fee was collected by the City and that was part of the City's contribution to the redevelopment project early on. Some of those fees were still being used down the road.

Mr. Graul asked about the scoreboard project and if the funds were used for project. Mr. Dworak directed him to page 8-4. The projects with the x next to them were funded since 2012 when the District started collecting the user fee.

Chair Weycker added that this was a good summary.

Mr. Dworak moved onto the quarterly maintenance report from the Team. It reports the activities that have taken place looking at work orders – both demand and preventative. This is used to prepare for the annual maintenance audit. There is nothing unusual in the report. He mentioned that since late

last year they are seeing an increase in the demand maintenance work orders. Some of that is related to a new maintenance system that tracks this and anyone can submit it electronically. There are more eyes out there now and anyone with a cellphone can submit something when they see it. That contributes to the uptick.

Mr. Dworak reported on the remaining 2023 dates which are the same as reported previously.

He added that Board appointments are up July 1. He knows Mr. Lucius has been formally reappointed. The City appointees are on the Common Council agenda and he's still waiting on information from the County.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY KEITH LUCIUS TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION CARRIED UNANIMOUSLY.

11. A MOTION WAS MADE BY BARB DORFF AND SECONDED BY SEN. COWLES TO CONVENE INTO CLOSED SESSION PURSUANT TO SECTION 19.85 (1)(E) OF THE WISCONSIN STATUTES FOR PURPOSES OF DELIBERATING OR NEGOTIATING THE PURCHASE OF PUBLIC PROPERTIES, THE INVESTING PUBLIC FUNDS, OR CONDUCTING OTHER SPECIFIED PUBLIC BUSINESS WHENEVER COMPETITIVE OR BARGAINING REASON REQUIRE A CLOSED SESSION, TO-WIT; LAMBEAU FIELD LEASE NEGOTIATIONS.

The Board entered closed session at approximately 2:50 p.m.

12. RETURN TO OPEN SESSION

The Board returned to open session at approximately 3:32 p.m.

13. CONSIDERATION OF ACTION, IF ANY, REGARDING CLOSED SESSION DISCUSSION

A MOTION WAS MADE BY BARB DORFF AND SECONDED BY BILL GALVIN TO DIRECT STAFF TO PROCEED AS DISCUSSED IN CLOSED SESSION. A VOTE WAS TAKEN. MOTION CARRIED UNANIMOUSLY.

14. OTHER MATTERS AUTHORIZED BY LAW

Mr. Dworak had no other matters.

Chair Weycker asked Mr. Popkey about Ed Policy being chosen as the replacement for Mark Murphy. Mr. Popkey said that in February the Packers put out a communication about the search process. Mr. Murphy was turning 70 and the bylaws state that the retirement age of 70 necessitates a succession take place. A search committee announced the details in February and spoke of this process taking 6-9 months and part of this process is that if there are current employees or employees of other teams that they interview them first. The initial work took place and had time to do the floor work and held a special board meeting with an election today and Mr. Policy was unanimously elected the next president and CEO to proceed into the role in July of 2025 at the next annual meeting. There will be a 13-month transition period in which Mr. Murphy and Mr. Policy will work through everything to allow Mr. Policy to be the next head of the organization.

Mr. Popkey added that the Team is committed to pursuing events and the third locker room will be an asset to help get those events. He said the Team has been going to conferences that athletic directors attend and trying new things to get more events.

15. MOTION TO ADJOURN

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

The meeting adjourned at approximately 3:37 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist