

## 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, December 9, 2024**, at 2:00 p.m.

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**PRESENT:** Leah Weycker, Keith Lucius, Sen. Cowles, Barbara Dorff, Mark Graul, Chad Weininger, Terence Bouressa, and Sen. Cowles

**ALSO PRESENT:** Brian Dworak, Ken Kaszubowski, Aaron Popkey, Bill Vande Castle, Ann Patteson, Drew Falkenburg, Joe Faulds (City of Green Bay), and media

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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.

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. STADIUM PROJECT TOUR – THIRD LOCKER ROOM

The Board and media took a tour of the third locker room conducted by Aaron Popkey and Mike Moynihan. They presented several areas within the 8,500 square foot space - including the main room that contained 90 lockers in addition to some offices and restrooms.

The Board returned to the meeting room at approximately 2:30 p.m.

6. REQUEST FOR APPROVAL OF THE MINUTES – SEPTEMBER 23, 2024 AND NOVEMBER 7, 2024

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

7. LATE COMMUNICATIONS (IF ANY)

There were no late communications

8. ANNUAL MAINTENANCE ASSESSMENT PRESENTATION – SIGMA GROUP

Mr. Dworak introduced the assessment as part of the maintenance program and a full copy of the annual maintenance assessment was emailed to the Board prior to the meeting. Mr. Falkenburg of Sigma provided highlights of the presentation which was a summary of the assessment. He discussed

the objectives of the report and the findings, which is a fulfillment of the obligation the Packers have in the Lease agreement. Sigma reviews the maintenance program and procedures established by the Packers for the facility, along with strategies for their program which involves a CMMS system. They look at how they maintain it and histories for maintenance. They look at work orders and how they are accomplished. They also look at the capital improvement projects and perform an on-site assessment as a team. In addition to physical inspection of the facility, Sigma is also looking at different testing and inspections that are done and look at the reports for those inspections.

Sigma developed an application to collect their observations using a geographic location, which is new to the process for 2024. This allows them to be more efficient in the field. They can also look at the observations and track them over time to see if they find trends. He showed the Board what the information looks like when it's collected on a phone and is tracked in the field. All levels are displayed and each point is an observation which the user can click on where you can see the item detail and see a picture if one was taken. It was a good tool to collect the information as part of the field aspect of the assessment and track it over time. Mr. Graul asked if this is something you'd ever give access to fans. Mr. Falkenburg said they would have to be very careful with who is allowed to access it. They are using it internally to collect the information for themselves at this point.

Sigma reviewed the previous year's findings and followed up on the items found. They looked at the 133 items from last year's assessment. All items were found to be complete and executed.

In 2024 Sigma's inspection found most areas of the facility to be satisfactory. In summary it means the Packers are maintaining the facility and nothing was found to be negligent. There were 90 items found this year, a number which from year to year is to be expected. Mr. Falkenburg highlighted some of the observations found.

He mentioned there is a riser ring from the Bellin Gate to the Pro Shop that is deteriorating. There's also a retaining wall cap that is slipping a bit. He mentioned some of the concourse speakers were located where they didn't have signs before and suggested they reorientate some of those speakers.

He pointed out that a roof drain in the south end zone was disconnected as part of a project and hasn't gotten reconnected again. They also looked at a guard rail along Oneida Street to check the fasteners. There was a traction pad on the roof that was wearing and holding water that needs to be replaced.

In summary Mr. Falkenburg said they found the Packers are maintaining the facility in satisfactory condition.

Mr. Kaszubowski mentioned that the new observation tool being used is a lot more efficient than how assessments were conducted in the past. It provides a nice permanent record and now they just need a phone to record the observations.

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

## 9. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE

Mr. Dworak directed the Board's attention to the summary of the fund on page 9-1. There are no changes since the last meeting. He mentioned they provided the funds for the approved gymnastics event. There is a current balance of just over \$700,000 in that fund.

Mr. Dworak asked Mr. Popkey to give a quick update on Draft planning.

Mr. Popkey mentioned that the reason they wanted to get the Draft to Green Bay was because they think the city couldn't host a Super Bowl. So when the Draft went on the road that became a thing that cities that aren't in the Super Bowl rotation that they could go for an NFL tent pole event. When it went on the road to Chicago the NFL felt it was something they could move around from market to market. Right away, the Packers put in an expression of interest in 2016. They made their first trip to a Draft in 2017 in Philadelphia. They saw the campus and realized that was something they could do and convince the NFL they could host it. He showed some images of the other drafts in previous cities – Nashville, Cleveland, Las Vegas, Kansas City. They sent colleagues to these drafts. Their economic impact was reported in those areas. In terms of demographics, some similar areas that Discover Green Bay folks consider a good comparison shows all the impact and feel they'll get similar numbers.

The Detroit footprint was shown and the NFL terms that stage area the theater. It is something that is a fan event and looks great on TV and in many respects is a made for TV event. They love to show the mass of people in front of the stage. That's not the whole campus. The Draft Experience is the interactive part of the campus. Discover Green Bay put together the base impact in terms of attendance and impact locally and statewide. Direct marketing organizations such as Discover Green Bay have a couple different platforms they use to put together numbers for an estimated impact.

There is a committee including Discover Green Bay and PMI. There are also a number of different committees and other supporters in the community. The municipalities and other organizations have been helping out and he gave examples of things being worked on.

He said the potential campus was discussed a bit with the north end along Lombardi – the east end and the southern edge to the west end of Titledown near Marlee Lane. There's a slide with more detail. The Draft Theater will likely be in the Northeast quadrant of the campus. The Resch Complex will serve as back of house for media and some other logistics. It will be a backup area should inclement weather force the Draft inside.

There is an application to download to take in all the details of the Draft. They recommend everyone download it. The NFL uses this app for their tent pole events – the Super Bowl, the Combine, the Draft. If you click on Green Bay there are FAQ's which you can also find on Packers.com. They took screenshots of Detroit based information to give the sense of what will be on the app for the Draft in Green Bay. The static map, an interactive map, a schedule, and some other attractions outside the footprint of the Draft which will be created for Greater Green Bay.

Some questions they are receiving are about street closures, shuttles, park and ride, etc. The Village of Ashwaubenon has hosted a meeting for its residents to discuss these things. The Team's main message is when these features get finalized it will all be populated in the app. They ask people to be patient until the NFL finishes their planning.

He presented a slide showing the Detroit footprint and laid it over the proposed campus for Green Bay. From a footprint standpoint you see the Green Bay Draft campus is actually larger so the NFL is excited about the layout which is a cleaner footprint compared to Detroit.

They expect things to be finalized in March and published.

Mr. Popkey said he's been to meetings with neighbors and as soon it is published the residents and businesses can plan better. A postcard was sent to residents to the north and south of Lambeau asking if they will be offering parking for the Draft like on game days. The NFL is planning on that and they are trying to get a better picture on parking and it will be collected this month.

The NFL now has a diverse suppliers program – called The Source. It is similar to the redevelopment of Lambeau Field. They reported that in Green Bay and the State of Wisconsin 300 businesses applied for this program and a little over 80 got accepted and will be part of the vendor roster for the Draft. This is a program they want to grow and if businesses take part in the Draft they will be contracted with the NFL or one of their partners in the Draft. It will give them something to put on their business card if they get selected for this. It's a bit like the Mentor Protégé program which was born to continue to give these businesses resources to give them more business and make their business better.

The Packers hosted several events and they welcomed businesses for orientation and will have another next week. They will need to hire 1,500-1,800 people to work the Draft. They are paid positions – greeters – wayfinding – etc. They have a program called Teammates and they need people to apply. Detroit had 9,000 applications. So he's curious to see how many applicants Green Bay gets.

There's a lot of community-type activities that will come with the Draft. The first one is called "The Taste of the Draft". It will be hosted at Schreiber Foods and it's a fundraiser for the program GenYouth that assists schools with supplying meals to children in need. It's something that has been associated with the Super Bowl, but people involved in the Draft asked if they could borrow that event and make it part of the Draft. Schreiber Foods is involved now.

They continue to promote a couple countdown clocks. They are also doing some statewide initiatives like corn mazes. There will be more branding and signage to remind people that are coming to Green Bay. There is also some Draft merchandise in the Pro Shop that have been popular. Travel Wisconsin was a big partner. He thanked Sen. Cowles and the Stadium District for supporting the Draft. He mentioned the donors. Flagship companies in the area and across the state have helped out as well. There is a site visit scheduled by the NFL and they have planned a tour across the State to talk about the Draft. The tour will begin in Green Bay to provide information to businesses.

He asked if the Board had any questions. He also mentioned the theater will be in the process of being built and meeting rooms might not be available for the District's March meeting.

Sen. Cowles asked about the \$8 million being raised for security. Does that help pay for the local security costs? Mr. Popkey said there is a lot of on campus security that's being accommodated, and they focused on the security for on campus for the State funds. The local municipalities will supply off campus security.

They are hoping for a beautiful spring weekend. Detroit had a few cool mornings and the afternoons were really nice. Most people will come to the Draft regardless. Also, as you get closer and the forecast comes together that might bring the additional people to the Draft. There are several driving markets – Minneapolis, Chicago, Detroit, Kansas City - that may decide to drive in the week of the event.

Mr. Dworak thanked Mr. Popkey for the update.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY KEITH LUCIUS TO RECEIVE THE UPDATE AND PLACE ON FILE. A vote was taken. MOTION CARRIED UNANIMOUSLY.

10. DIRECTOR'S REPORT

Mr. Dworak presented the fund statements that are reviewed at each meeting. The Special Revenue Fund statement basically ties back to historical data and current balances in the bank as of the end of October. The Operations and Maintenance Fund statement shows the Team hasn't submitted their first interim request for 2024 yet. He's had communications with their accounting staff and was told they will still get one in for 2024 and whether they have enough time to review it and get some funds out to them but since they missed the Board meeting with that review, if they do get one he will provide the detail to the Board and formally put on the agenda in March. As of this meeting today they have not submitted anything.

Mr. Graul asked if the District physically sends the funds without the Board reviewing. Mr. Dworak said they have in the past on the interim payment. But because they will have another review for the final payment that interim amount has gone out in the past if it wasn't reviewed.

Mr. Graul asked how many years is this accumulative. Mr. Dworak said it goes back to the beginning to 2001. Just by looking at the ticket tax number and the 8257 Fund – that's \$500,000 a year and it's a set number. So taking that \$500,000 a year would take it back 23 years.

Mr. Dworak presented the District User Fee Fund statement. This is again a historical account of the user fees collected, refunds issues, and shows the current bank balance of \$8.6 million as of the end of October. This is the fund where the roughly \$3 million locker room commitment was made from. He expects to see something from the Team in the first quarter of 2025. They would wait until the March meeting. There will still be some funds available in that fund event after the locker room draw.

The third quarter maintenance report was submitted by the Team as part of the annual maintenance monitoring program. Sigma uses some of that data to track company hours and work orders. Even with the third quarter they were also on site so they use this as trending and to look for anything unusual. There is nothing unusual in this third quarter report.

Mr. Dworak presented the proposed quarterly meeting dates for 2025. The first quarter meeting of 2025 is a bit earlier than in past years due to space availability being more limited in second half of March with NFL draft preparations taking place.

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.

11. SEPTEMBER AND OCTOBER 2024 FINANCIAL REPORTS

Mr. Dworak presented the financial statements. He skipped to 11-23 which is the start of the October report which would be year to date and since it will be part of the budget discussion he wanted to highlight a couple things. He mentioned at a previous meeting that the brick sale service provider, Brickmarkers, had previously taken on most of the management duties for the brick and tile sales. They had a person leave and Ms. Roskom has taken over the responsibilities of the sales program. We

will be reporting on these numbers differently typically because what was reported as a line item net amount was remitted from Brickmarkers. That is now a gross revenue number from the District. So on page 11-25 the projected actual contracted services for bricks is higher this year. That's because the District actually purchases bricks from the vendor instead of having the funds come from the vendor. They aren't huge amounts but they are different than what was historically reported.

Interest revenues continue to run higher which is in line with continued higher interest rates. Interest revenues stay in the O&M fund and increases the available total for that. If there was a shortfall, the same thing would happen and reduce the amount of funds available.

Maintenance repairs were projected \$2 million higher than the budget which is simply due to how the schedule played out in 2024 vs 2023. There were two January regular season home games. One game not being held this year just moves the numbers.

Mr. Graul asked about page 11-23 – the transfer in from 8257 Fund which is marked as revenue – that's actually not revenue it's just an accounting transfer. Mr. Dworak agreed.

Mr. Dworak asked if the Board had any questions on the financial statements. There were none.

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

## 12. CONSIDERATION OF RESOLUTION 117 AUTHORIZING APPROVAL AND ADOPTION OF 2025 BUDGET

Mr. Dworak gave the Board some handouts to help the Board go through the details within the budget with regards to all the assumptions. There's a summary budget and a fund budget for each one of the actual funds. The excel financial report document he provided has a separate column for each of the different funds that then rolls into the total budget and then compares to actual 2024 numbers. The word document has selected fund highlights that will help go through this more quickly.

On the revenue side of the financials on the handout. He said the background on this is a District operating fund of \$260,000 is really the primary discretionary amounts that were budgeted for. Everything else is a specific purpose or is defined by the Lease or the Legislation in terms of what's available and/or capped and can only use what's available each year.

On the operating fund there a little bit of interest and a couple of transfers in. The \$41,656 is an agreed upon amount that comes into the 8257 Fund to offset a portion of Ms. Roskom's salary for running the brick program. The operations and maintenance transfer in is an agreement with the Team where it covers the District's insurance costs. The plugged number is the balance operating number as it relates to expenses.

Mr. Graul asked about the \$100,000 from Economic Development Fund that will cut it down to about \$700,000. This is being depleting quickly and they have nothing scheduled to add to the fund. Mr. Dworak agreed. Mr. Graul said as he looks at this budget it seems to him they are on a trajectory for that fund to not be all that meaningful. Mr. Dworak agreed they absolutely need an event or some other funding sources to help.

Mr. Dworak discussed the Capital Projects Fund - \$600,000 is the user fees. In any given year they are kind of shooting in the dark as to how many tickets are being transferred and it sees the most fluctuation as it relates to what is put in the budget. Again, the District can't use more that they have.

Mr. Graul asked about the \$2.5 million they took in last year. Every year he's been on this Board they've dramatically undershot that amount. He asked why it always a low estimation. Mr. Dworak said in years past the Team was taking back tickets that they knew were in brokers hands and in 2024 exchanges the Team took some tickets from inventory and put them into sold mode. It wasn't necessarily that the projections were extremely elevated in the same way they had been but there were new tickets put into the season ticket inventory that drove that number up.

Mr. Dworak reported that interest numbers also fluctuated and they took them down from this year knowing they will be expending some of those funds in early 2025 on the third locker room project and reducing the balance in that account.

Mr. Dworak went over the 8257 Fund. It gets its normal revenue sources – first \$500,000 in ticket tax, license plate fees, gross brick fees, and the Operations and Maintenance Fund and estimating a number of games year over year – so \$9 million in ticket tax then you add back in the transfer from the 8257 Fund.

Mr. Dworak asked if there were any questions on the revenues. There were none.

Mr. Dworak went over the expense line items. There is one salary with one staff remaining. Again, a significant portion of that salary is covered by the brick program in that transfer in. Other miscellaneous office expenses are budgeted which isn't a lot - budgeted maintenance and repair reimbursement is based on available funds along the way.

Mr. Graul asked about the dues and memberships expense of \$500 for WGFOA. He asked what the value of that is.

Mr. Weininger reported that Mr. Webb would be a member of that organization to be provided with the necessary updates and changes to accounting standards. Most finance officers join this organization for that reason. He feels the Finance Director would still need that level of detail.

Mr. Graul asked Mr. Weininger if he was a member of this organization. Mr. Weininger said he is a member. Mr. Graul asked if he knew if Mr. Webb went to the meetings. He wanted to know if the District should allocate \$500 to something that the Executive Director doesn't know what it is. He wanted to have a better understanding of what the \$500 is used for. Mr. Dworak will follow up on this and report back.

Mr. Graul stated that he understands that the biggest chunk of the operating expenses goes to pay Sigma. There are three people listed as receiving compensation under this line item. Obviously, Mr. Dworak attends the meetings on a regular basis. He feels others receiving compensation should also attend these meetings. Mr. Graul also asked about Mr. Kuehl. Mr. Dworak said the main intent of how those positions are budgeted is not to have them at every Board meeting. That's why he attends and it keeps it streamlined. Mr. Graul said there are four meetings a year and it's not a lot. If Mr. Webb is playing a big role and it's the largest line item in what they pay to Sigma it would make sense for him to participate in these meetings and answer any questions.

Mr. Lucius said he would support having Mr. Webb at the annual budget meeting. However, he said that Mr. Webb's move from his previous role to his current role was because he wanted less hours and wanted limited hours and he doesn't want to push him out the door. However, he feels the budget meeting is probably one that should be attended by the Finance Director.

Sen. Cowles asked about professional liability. It's budgeted at \$16,800 in 2025 which is less than 2024 - \$16,900. Mr. Dworak said that is being covered by a transfer from another fund so it has zero impact on the operations budget.

Chair Weycker asked about the brick sale. It states the Packers are doing that now in the written section and asked if they are still covering Ms. Roskom's salary. Mr. Dworak said the Packers pay for the installation. Ms. Roskom takes care of the ordering process. Once the bricks are delivered here, she oversees the installation and the Packers pay for it. The District receives the gross revenue and there's a line item for contracted services for bricks. That is also an elevated expense. Now we're purchasing the bricks and paying the vendor to engrave the bricks. In the past, the vendor was collecting the revenue and paying the District for the net revenue. Now it shows up as two different line items as opposed to everything rolling into one. Chair Weycker asked if they had run out of room. Mr. Dworak stated they ran out of room for the tiles that are installed on the walls. There are some remaining sections for bricks. At this point they are really just continuing the brick program and it's not providing a significant amount of revenue. The legislation states that the District is the only entity that could sell and collect the brick sales revenue. A change in that would require a legislative change. Ms. Dorff said that the brick program collected \$900,000 but Mr. Dworak mentioned that was collected over the course of 23 years of the sale. He added that initially the program was significant and it was meant to help offset what was going to be needed in the escrow for sales tax. It was a significant program at one point in time, but the sales haven't sustained the same levels as the first ten years of the sale.

Mr. Dworak moved on to Professional Services. Most of the numbers remained the same year over year. Extra time was added for additional lease negotiation time for the Executive Director, and another \$15,000 is budgeted in the operations budget for additional legal counsel time on lease negotiations. Initially there was authorization of \$20,000 approved two years ago and most of that is gone. He expects to end the year with \$2,000 of that left.

The significant item in Capital Expenses is the locker room project approved in June for \$3 million.

Mr. Dworak asked the Board if they had any other budget questions.

Mr. Graul asked about the individuals delineated in the Sigma contract and what those dollars were allocated to. He feels it would be helpful for some sort of breakdown of responsibilities.

Mr. Dworak said Mr. Kuehl is mostly retired. He's asked to help out with documents and he's been especially helpful with the Lease reviews. He feels long term if they weren't in lease negotiations they maybe wouldn't need Greg's assistance anymore, but he is certainly a valuable resource just as Mr. Webb is with their historical knowledge going back to the start of the District.

Chair Weycker asked about the professional liability numbers \$24,000 and \$24,800 don't match.



Mr. Dworak said they transfer in and they also show the expense line item that matches those out. Two lines \$24,800 transfer ties into both the general liability and professional liability line items – so it would be \$8,000 and \$16,800.

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY KEITH LUCIUS TO APPROVE RESOLUTION 117 AUTHORIZING APPROVAL AND ADOPTION OF 2025 BUDGET. A vote was taken. MOTION CARRIED UNANIMOUSLY.

13. A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY KEITH LUCIUS TO CONVENE INTO CLOSED SESSION PURSUANT TO SECTION 19.85 (1)(G) OF THE WISCONSIN STATUTES FOR PURPOSES OF DELIBERATING OR NEGOTIATING THE PURCHASE OF PUBLIC PROPERTIES, THE INVESTING OF PUBLIC FUNDS, OR CONDUCTING OTHER SPECIFIED PUBLIC BUSINESS WHENEVER COMPETITIVE OR BARGAINING REASON REQUIRE A CLOSED SESSION, TO-WIT; LAMBEAU FIELD LEASE NEGOTIATIONS. A roll call vote was taken. MOTION CARRIED UNANIMOUSLY.

The Board entered closed session at approximately 3:40 p.m.

14. RETURN TO OPEN SESSION

A MOTION WAS MADE BY BARBARA DORFF AND SECONDED BY TERENCE BOURESSA TO RETURN TO OPEN SESSION. A vote was taken. MOTION CARRIED UNANIMOUSLY.

The Board returned to open session at approximately 4:45 p.m.

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

A MOTION WAS MADE BY BARBARA DORF AND SECONDED BY TERENCE BOURESSA TO DIRECT STAFF TO PROCEED AS DISCUSSED IN CLOSED SESSION. A vote was taken. MOTION CARRIED UNANIMOUSLY.

16. OTHER MATTERS AUTHORIZED BY LAW

Mr. Dworak had no other matters.

17. 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 4:50 P.M.

Respectfully submitted,

Diane Roskom  
Administrative Specialist