

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 23, 2025**, at 2:00 p.m.

PRESENT: Leah Weycker, Keith Lucius, Sen. Cowles, Terrance Bouessa, David Charles, and Mark Graul (arrived after roll was taken)

EXCUSED: Barbara Dorff

ALSO PRESENT: Brian Dworak, Aaron Popkey, Bill Vande Castle, 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 Barbara Dorff who was excused and Mr. Graul who arrived at approximately 2:04 p.m.

Mr. Charles introduced himself as the new Board member and gave a background of his businesses and involvement in various campaigns.

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 SEN. COWLES TO APPROVE THE AGENDA. A vote was taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES – March 17, 2025, MEETING

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

6. COMMUNICATIONS:

A. May 21, 2025, Green Bay Press Gazette Article RE: Wisconsin vs Notre Dame 2026

Mr. Dworak said this game was rescheduled from 2020 and it's good to have a solid date on the calendar. Sen. Cowles hoped it would be as good as the LSU game for ticket tax revenue.

B. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KEITH LUCIUS TO RECEIVE THE COMMUNICATION AND PLACE ON FILE.

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Dworak presented the Special Event Economic Development Fund statement. It shows the detailed activity, current funds available and future commitments. There were no changes other than the NFL Draft listed as committed. The District did release \$283,000 to Discover Green Bay in early June. The bank balance is \$1.1 million right now with \$670,000 funds available for future operations or event grants.

Chair Weycker asked if they requested the \$283,000. Mr. Dworak confirmed they had. They can request available funds but the District isn't committed to release anything until the funds are in their possession. Mr. Graul asked to be reminded of what was committed. Mr. Dworak explained it was 50 percent of ticket tax revenues for events between 2022 and 2027 up to \$1.2 million.

There were no other questions.

B. Post Event Reports:

Mr. Dworak explained that Mr. Everts wasn't able to attend the meeting, so he would be presenting the post event reports.

- WIAA Girls Basketball March 12-14, 2025

Mr. Dworak stated the district provided \$10,000 in funding which is \$2,000 per division for the Rush to the Resch campaign where the school that sells the most tickets through that program received \$2,000. Total attendance was down slightly from 2024 by 5,000 but the number of Rush to the Resch tickets sold were up by the same amount. In Division 1 there was a two ticket difference between the top two schools. Both sold over 900 tickets. Sen. Cowles asked how many years the tournament will be coming here. Mr. Dworak said they aren't under contract yet but Discover Green Bay is confident about renewing the contract and hoping it stays here in Green Bay.

- WAMO Dart Tournament May 14-18, 2025

Mr. Dworak explained it is a repeat event that the District has supported. The last time Green Bay hosted was in 2021 with 3,800 dart throwers vs. 5,500 this year. It continues to draw really well, and the event will come back in 2026 and 2028. Funds are allocated to support those years.

- NFL Draft – April 24-26, 2025

Mr. Popkey gave a visual presentation of the Draft. He mentioned the 600,000 attendees and the millions of tv viewers which was the second most watched Draft ever according to the NFL behind Covid. The NFL felt good about those numbers and there were favorable media impressions and social media coverage.

They are still measuring the overall earned media. Discover Green Bay used a measurement platform that reported over 40 million in their media placements and outlets across the country and even internationally. Overall the coverage encouraged visitors to the area.

He stated the overall ingress and egress took significant planning with the City, County and Village. They were still tweaking the plan a couple weeks out but it all came together well. He said he spent time in the control room – and law enforcement traffic cams showed no huge bottlenecks including neighborhood parking.

Green Bay Metro offered transportation from downtown from parking areas downtown and offered over 20,000 rides over 3 days. The Tavern League offered 2,600 rides over the course of 3 days with 9,000 passengers. They utilized 40 shuttles and 90 drivers and the feedback received was favorable. There were also rideshares (Uber, Lyft) offered. All in all, the logistics for the event were an overall success.

The economic impact reported early on Discover Green Bay platforms was anticipated to be \$94 million overall statewide. The NFL will conduct a formal study.

Another impact was utilizing the NFL Source Program with over 80 companies – and well over 100 applied. The Teammate program was a success as well with NFL hires at over 1,000 people and a lot were local.

There were downtown events – The Draft City Music Fest at Leicht park drew over 15,000 people; the Unofficial Kickoff and Wrap-up brought over 116,000 visitors from 44 states with an average stay of 55 minutes.

Multiple nonprofits benefited in the food area and Delaware North contracted with Lambeau Field to sell food and beverages throughout the campus. There were 80 organizations – with \$180,000 in commissions, \$90,000 in tips.

Other nonprofits received donated materials after the Draft – staging, carpet, furniture, etc to Habitat for Humanity and Red Cross got collector items to auction off.

He stated there will be more information to come and will provide highlights for the Board.

Mr. Graul asked what the cost was. Mr. Popkey reported they spent \$8.5 million. The City got funding for security and they are settling the books with donations from partners and supporters, the Stadium District, and the State. Costs may be above anticipated but they will pay the balance. There were more arrangements in place that affected the Draft planning and they made some additional asks off of that and municipalities reported more costs due to that but they came in pretty close with some shifting of money and more advertising

Mr. Graul asked if the revenue raised from the state, donors, etc. matches to date. Mr. Popkey said they will not have any revenue but they did hit the number of \$8.5 million.

Chair Weycker asked if the cost was \$8.5 million – Mr. Popkey said the security costs were separate and municipalities' security costs put it over \$8.5 million.

With no other questions on the Draft recap, Mr. Dworak said that Mr. Popkey would discuss the Team's efforts around booking events at the Stadium.

Mr. Popkey said they focus on concerts, football, and soccer events. They have been making newer efforts behind this. However, the mid-May to mid-June timeline for concerts involves keeping the football playing surface and it is the organization's priority. They take pride in their playing surface.

He displayed images from stage setups and the heavy equipment used to erect the stage. They use special coverings to minimize damage but there will still be damage that occurs. This damage takes several weeks to repair to get the field ready for games in August. He said there was mention of replacing the sod after the events. However, the NFL players ranked Lambeau Field one of the top playing surfaces. It is a hybrid system where real grass is grown and fibers are stitched in to strengthen the surface. That allows a sand based soil that drains well and has the density of a thicker soil for playability with cleats. When the grass wears away the density and fibers will still allow good footing but it is not a surface that will allow re-sodding. They reseed every year and the surface is well regarded and well ranked across the league.

Mr. Popkey stated that Gabriel Dow has many relationships in the entertainment industry and is in touch with shows' promoters. However, they have lost out to nearby larger markets like Chicago, Milwaukee, and Minnesota. They have to look at artists that will sell in this market, so they keep trying and do more work with promoters. They also explored having back-to-back shows. Festivals may also be an option with more artists.

He reported on the college football game next fall that was rescheduled because of Covid. They looked at other things like the Big 10 championship but they like indoor facilities or warmer climates. The Big 10 week has early season games and week zero games and they have been in touch with them concerning this as a possible event.

They discussed soccer like the Munich and Manchester match two years ago. There is continued interest to play friendlies here and they will travel to Europe to make the pitch. The third locker room will be part of the pitch. The World Cup will be held in the US next summer and they will investigate hosting possibilities associated with that event.

He stated they are looking at other college sports like volleyball as that popularity grows. Mr. Vande Castle asked if they looked into college lacrosse. Mr. Popkey didn't know if they were exploring that, but the field is built for football games, and they can only handle one event a year – maybe another smaller scale event could blend in. Mr. Vande Castle added that college playoffs for lacrosse were being held at neutral venues but might not be as big a draw as other sporting events but it would be field friendly.

Sen. Cowles asked about the 2026 game and whether or not that precludes looking for a concert event in that window of time.

Mr. Popkey stated they are always looking and may look into expanding into mid-May. Sen. Cowles added that the last concert was Paul McCartney. Mr. Popkey added they were in discussions for other concerts. Sen. Cowles asked if Lambeau was competing with Madison. Mr. Popkey said they were with Camp Randall jumping back into hosting

shows and offering alcohol sales. Mr. Popkey added that the artist has to want to be here too. If they feel more comfortable with other markets they will go there. He said they are not only competing with the calendar but with four cities as well.

Chair Weycker said they will be a half million short of what the Team has requested of the District for the NFL Draft event. Mr. Popkey answered they are aware of that and it is incentive for the Team because whatever isn't collected gets replenished out of their pocket.

Mr. Charles asked who decides what event to go after. Mr. Popkey said they look at the artist and the industry and if they feel strongly about an artist they contact them.

Mr. Charles said they have some football guys doing concerts and Mr. Popkey noted the fact that football is their first and foremost job. He asked if they considered hiring somebody to pursue the concerts rather than getting a report to say they couldn't get a concert. Mr. Popkey said the Team's front office works with particular areas that are not specifically football people but they are event people. He stated again the Ms. Dow has worked in that industry.

Mr. Charles asked if the District has a role in that. He asked if the field covering is the latest technology used to prevent field damage. Mr. Popkey said the technology has gotten better and the McCartney concert left it in better shape than in the past. They are always looking for better setup and how teams work with them and have gotten better at it.

Mr. Charles asked if there was any way they could get more visibility. He assumes the District Board hasn't taken an active role in these things. Mr. Lucius said the Board has taken an active role in encouraging getting a concert here.

Mr. Popkey said the District worked on events early on such as snow cross and worked with PMI but the Team felt more confident in their ability to get acts.

Mr. Bouressa said there aren't enough events for whatever reason and feels it would be helpful to get more information on the Team's effort to find acts and games. He feels the District needs to know things are going on and there should be some accountability with reports to the Board about the efforts being made.

Mr. Popkey said the report today was more of a high-level summary. Mr. Charles said they want a seat at the table and should maybe consider funding to hire someone to sit and participate in the decision making.

Mr. Charles said that some of it is the economics and he understands there are guarantees that need to be made. If there is a \$20 million event and the District gets \$1 million with no idea of how it comes together, the District might want to know more details. Mr. Popkey said there is a high level of specificity that can be shared such as what shows are out there and what promoters they work with.

Chair Weycker asked about the window of time being smaller than presented in the past.

Mr. Popkey said the two months being May-June and the outdoor concert season starts the third week of June.

Mr. Charles said he feels the field is number one and if the technology continues to change, they should look into what's used. Mr. Popkey said the show uses their own stuff. Mr. Bouressa doesn't want to stick his nose where it doesn't belong, but he feels it would be helpful to see what takes place behind the scenes.

Mr. Lucius said he has been asked regularly why there aren't more events in the bowl and he would like to say they were working on something.

Mr. Popkey stated that it has become a much more competitive environment for getting concerts to come here.

Mr. Charles asked about the process of negotiations on the new lease between the Packers and the City. He said they haven't gotten any information and asked if it was possible to see minutes from the last couple of meetings. Mr. Dworak said it has been quiet for a while at this point because of the NFL Draft.

Mr. Popkey said the meetings with the Team and the City were negotiation sessions. Sen. Cowles understood that but stated the District needs to be in those meetings and it is a slight not being in the meetings. Mr. Dworak said they hadn't engaged with Ms. Patteson about the lease negotiations because there were no ongoing communications.

Chair Weycker said the District is one of three parties in the Lease and should be part of the negotiations.

Mr. Charles couldn't find any information about the Lease negotiations. He asked if the District has had any conversations with the City and Team.

Mr. Bouressa said he knew of discussions between the lawyers and different drafts of the Lease between the City and the Packers. Mr. Lucius said he wanted to be at the table at those meetings. Mr. Charles said they need to receive information too.

Mr. Popkey said the Team wants the District to be involved and communicated that. The initial thoughts were that because there were more parts of the Lease that were between the Team and City they were working through those pieces of the Lease first and there was no slight intended.

Sen. Cowles asked if there was any progress made at those meetings. Mr. Popkey said they got to a point where there was no more discussion and didn't anticipate getting back together soon.

Chair Weycker said there was a formal request from the District's attorney. Mr. Dworak said the City's response was that the Team wouldn't be working on it because of the Draft but there was no formal response from the Team.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY SEN. COWLES TO APPROVE THE ECONOMIC DEVELOPMENT FUND UPDATE. Vote taken. Motion passed.

8. FINANCIAL REPORTS – MARCH, APRIL, MAY 2025

Mr. Dworak explained the new format for the financial report. He directed the Board to pages 8B 1-3 which is 30 pages into the report. He suggested they use this report format moving forward but left the old format of reporting in the packet this time.

He said the first three pages are a roll up of all the different fund statements and income statements for each of the funds. There are revenues and expenses by month and then rolling into the year-to-date actual projected total and budget. For the most part, given they are only five months into the year, the projected totals are in line with the budget for the year. Two numbers that are likely to move are the user fee and ticket fee numbers. The Packers started another process for the user fees and started taking back tickets if you sold all your tickets each year. The new seat user fee is \$2,100 per seat and the old packages (pre-south end zone) are \$1,400 user fees. The net difference of \$700 per seat is generating revenue. The gold package has a smaller per seat fee.

Mr. Dworak reported the number will likely be higher at the end of the year. That number goes into the Capital Improvements Fund as a way to fund projects the Team might submit under capital projects.

If you look at the 40402 line item – it will be higher this year than the past 3 seasons when there's been a January home season game. This year all the home season games are in 2025.

He directed the Board to page 8b – 5 which is the District Operating Fund. It is the only fund of discretionary expenses. There are a couple small variances so far but nothing significant to speak of relating to budgeted 2025.

Mr. Charles asked who was managing the cash and reported there have been huge yield increases in his business. He asked if all accounts are with Associated Bank. Mr. Dworak explained they are and Associated has the District in a number of different investments like treasury strips that are allowed by legislation.

Mr. Charles asked what the yield was. Mr. Dworak didn't have an exact number. He said they are in a number of different investments. He said the Special Events and Economic Development Fund is at \$1 million fund balance and are generating 4% in a money market account. It needs to be liquid, so they only get \$45,000 a year interest on that.

Mr. Graul said there are investments in specific treasury strips that come due as the District needs them. Chair Weycker explained that some of the bank fees are for the credit card processing fees. Mr. Dworak explained most of these on the 8B-7 statement are the fees for Associated to manage the funds. The bigger number you'll remember is in the Operations and Maintenance Fund where the budgeted bank fees are \$100,000 a year for credit card transaction fees for the user fees.

Sen. Cowles asked if there was an individual person or a key person the District deals with. Mr. Dworak said they deal with a primary relationship manager. Mr. Webb is still very involved in helping manage all the monthly bank statements.

Sen. Cowles asked if the District was missing out on anything or if Associated is looking out for the District's best interests. Mr. Dworak said they do look out for the District and ensure the funds are earning the best yield. They can't risk any investments because they have to maintain appropriate balances in their funds.

Mr. Charles said he deals with this all day long. He said the fees wipe out half of what was made. He feels Associated is also the Packers bank and there might be something about that.

Mr. Vande Castle explained that all public bodies have very strict investment rules that limit municipalities to make certain types of investments.

Mr. Charles' concern is the fees banks charge to make investments are in question.

Chair Weycker asked if this was something they should review with the Treasurer. Mr. Dworak said those fees come out of what the available funds are to the Team – not out of the operating account. The 8257 Fund is what funds the Operations & Maintenance Fund and the fees associated with that are charged to the Operations & Maintenance Fund – the \$100,000 fees less \$100,000 less available to Team. The District's net financial position.

Mr. Vande Castle said the District could ask the auditor to look at the fees and ask from their perspective whether those fees are high or average.

Mr. Lucius asked if they bid it out. Mr. Charles just suggested they look at the fees but if the Team is picking up the tab on the bank fees it probably isn't worth looking at. Mr. Graul said they aren't picking up the tab, but it comes out of money that comes to the District from ticket tax. Mr. Charles said if they don't spend it on that they just spend it on something else. He understands they don't need to spend too much time going over that. He just thought it might be having an impact on the District but Mr. Dworak explained the fees have no direct impact on the District's available funds. Mr. Graul said the role of the Board is to look over those funds and how they are spending them.

Mr. Dworak said an audit is being performed and it will be presented at the September meeting. Mr. Charles used CLA as well and they will do a good job.

Mr. Lucius said they should look at this and Mr. Dworak agreed there are relationship aspects with Associated Bank. He will ask for a summary of those fees.

There were no other questions.

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

9. DIRECTOR'S REPORT

Mr. Dworak moved on to the two fund statements. The financial reports are the year-to-date expense reports. They detail the history of each fund.

The 8257 Fund Operations and Maintenance, the Special Events and Economic Development Fund ties back down to the current bank balances and the history of ticket tax and other items that have gone

into it. The \$280,000 line item is the check that was processed but not distributed yet or deposited by Discover Green Bay yet.

Mr. Graul asked if the Packers came back for more money – if they've already raised the money why do they need money from the District? They should have some sort of accounting to show us and if they ask for the money in a year or year and a half from now and they already have it would the District need to pay it.

Mr. Graul said they didn't know what to expect and he gets that part. It seems they stated publicly that they raised all they needed to put on the Draft and why would they come back to the District.

Chair Weycker said they committed \$1.2 million and it was extended through 2027 stadium events. Mr. Charles said they don't have to worry about raising that much in 2 years and there's nothing on the books.

Mr. Graul said the next thing is the football game and if they raise \$1 million then, half of that will go to the Packers for the Draft a year and a half after it occurred.

Mr. Charles asked how they would get out of what they've already committed. Mr. Graul said they could negotiate it. Mr. Charles said they probably won't get anything back that they've already committed. He said he feels it is incorrect to not include the District in the negotiations.

Chair Weycker said she is not privy to any of the City's information regarding the negotiations. Mr. Charles said there are revenue opportunities in these negotiations and what to make sure they tie in.

Mr. Dworak said the District User Fee – Capital Improvements Fund has a balance of \$6.2 million at the end of May. Mr. Charles asked about the 20% fee the Team calls it a tip for use of a skybox. The Team said they don't share it with the servers. He wondered where that flows into the revenue streaming. Rather than raising ticket prices they add this fee. Mr. Dworak said the user fees are the seat license fees that are a one-time fee. The 20% surcharge is between Delaware North and the Packers. He said he doesn't begrudge them but wanted to make sure the District gets everything they can get. Chair Weycker said the legislation dictates what the District can get and it's pretty restricted.

Mr. Dworak presented the quarterly maintenance report. He said that Sigma looks at the report to identify trends and things they weren't aware of so they can follow up on it for the annual review.

Chair Weycker asked about the tasks the City performs. Mr. Dworak said the City performs some of the actual bowl maintenance and has been part of the City Maintenance Agreement for a long time. Mr. Vande Caste said that some of that has to do with the water and sewer services that the City maintains on or around the property. Chair Weycker said the items were peeling paint and loose railings. Mr. Dworak said that is part of the original bowl and the City does it or contracts with someone. The Packers also do some of the bowl restoration, but he will get some clarification on who does what there. It is the first time he saw "City To Do" noted in a report. He said most of it is done with a bowl restoration company for roughly \$1 million a year.

Mr. Charles said they do a great job and there's not a better facility anywhere.

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

10. OTHER MATTERS AUTHORIZED BY LAW

Sen. Cowles asked if the District could invite staff to speak with the District about stadium events.

Mr. Vande Castle said in the Lease negotiations he doesn't know if the District has asked for anything. Chair Weycker said they had to be included to ask for something.

He added that moving forward one thing to consider asking for is the Packers have committees and they must have a committee for that task. As part of Lease negotiations, the District should ask to have a member on that committee and sit in on their meetings. He explained they have a committee and they bring it up to someone and they take a vote. If the District has an ex officio member sitting on the committee they would have that information, but the information would probably have to be kept private.

Sen. Cowles said it would be nice if they agreed to that, but he said they need to pressure them by getting them to report at meetings. He's asked by many about more events and how Bob Harlan promised to open up the bowl to events.

Mr. Graul said that was mentioned in letters to the other parties of the Lease.

Mr. Charles said they should have a seat at the table and anything you want you can start incorporating into lease negotiations not just saying you want to be there.

Mr. Dworak said some specifics have not been communicated yet so they should discuss them further in a closed session. Mr. Charles said Mr. Vande Castle is going in the right direction.

Mr. Graul said the Team and City were told in 2021 that the District didn't need to be in the discussions at that time. Mr. Dworak said there are a lot of matters that don't include the District and the City has made it clear that the District doesn't need to be included in the Lease which is different than at that time.

11. 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 3:38 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist