

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, March 17, 2025**, at 2:00 p.m.

PRESENT: Leah Weycker, Keith Lucius, Mark Graul, and Terence Bouressa

EXCUSED: Sen. Cowles, Barbara Dorff, Chad Weininger

ALSO PRESENT: Brian Dworak, Ken Kazsubowski, Joel Everts, Brad Toll, Aaron Popkey, Bill Vande Castle, Village of Howard representatives, On Broadway representatives, 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 Sen. Cowles and Barbara Dorff who were excused and Chad Weininger who resigned from the Board. A quorum of four Board members was present.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

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

5. REQUEST FOR APPROVAL OF THE MINUTES – DECEMBER 9, 2024, MEETING

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

6. LATE COMMUNICATIONS (IF ANY)

There were no late communications.

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Post Event Reports – WIAA Volleyball (Nov 2024), Forest Lakes (Jan 2025)

Mr. Everts reported on the WIAA Volleyball tournament held in November. He mentioned the one big thing with volleyball was that they added another girl's division. So that brought the number of total teams up to 32. Because of that extra division, they requested additional funds for a total of \$6,000 for the event, with \$1,000 going to the team in each division who sells the most tickets through their school. There were a couple local teams but not from Brown County. So there were more teams. That booked more hotel room nights and was the result of more economic impact. They were over about the million-dollar mark with the 32 teams. It

also added a night of matches because they did the boys quarterfinals on Wednesday night so they had to start play earlier to get in all the games. In essence, the boys tournament was Wednesday, Thursday, Friday. Then the girls were basically Friday and Saturday. So, all the championships for the girls were all day Saturday. He explained some of the total numbers on the back of his report.

Mr. Everts stated that Manitowoc Lutheran had a big showing at the tournament. They pretty much shut down the town and showed up big time. They even outdid some of the D2 schools and even Bay Port.

He also mentioned they discussed renewing the contract with WIAA and feels a renewal will be announced in the near future to return to the Resch Center for upwards of eight years. So the Resch Center will hopefully be the host site for both girls basketball and volleyball up until 2033. He thanked the Board members that come to the tournaments to help Discover Green Bay hand out the checks.

Mr. Graul said these are great events for the community but asked if there's any way to gauge the effectiveness of the District's contribution to Rush to the Resch. Mr. Everts said it's challenging because Manitowoc Lutheran is a good example. They weren't that local, but yet they still had a lot of ticket sales. Would they have gone through ticket star instead of going through the school is a good question. The program is set up for the schools to try to win with the purchase of the tickets. Some closer schools kind of do their own thing and don't go through the ticket program. It also kind of depends on how your school markets it. It's hard to say for sure if the program makes a great difference. However, it's huge in regard to goodwill towards schools. Obviously, everyone Discover Green Bay speaks with about it is grateful. He feels it definitely helps when they're trying to renew contracts. Can we say we sold 2,000 more tickets as a result of the program - that is hard. He feels it definitely doesn't hurt.

Mr. Graul asked if they knew what the funds are usually used for at the schools. Mr. Everts said it's usually something special and doesn't go for uniforms or anything like that. Schools don't get fully reimbursement for their hotel rooms so it could be for some of those costs for schools that are outside the area. The funds go to their booster programs so when we send it we make sure to send it to the athletic director or the coach so that it is at least going into the athletic department since that was the group that brought them here; but they don't put any restrictions on it so it's not like it has to be used for the school. Basically, they can use it as they deem necessary.

He added that it's very hard to market this event because they don't know who's coming to the tournaments until Saturday or Sunday night, so you've got a day or two before they start showing up in the City. To try and do any kind of advertising is very difficult. So if get the schools to do it for us and we can send them tickets to sell it may get more people in their town to come. Rather than just giving WIAA \$25,000 like they did initially, they came up with Rush to the Resch rather than spending money on advertising which would likely not be very effective. Mr. Everts feels the program overall has been effective over the years but again it's very hard to prove. It is interesting that the biggest schools are usually the ones with the lowest ticket sales. He's not sure if they're not pushing the communication out or what it is.

Once it's announced where they're going, Discover Green Bay sends them a formatted email that the schools send out and he's seen Facebook posts on it and other social media posts. Also Rush to the Resch information is in the schools' tournament packets.

He thinks it does work better in some of the smaller districts in smaller communities because in major cities there's so much going on and it's the school boosters that are responding to it. Where in a small town, everybody holds a rally, and everyone knows someone on the team.

Mr. Everts asked the WIAA ticket director if there's a way to analyze the ticket sales. However, there are different teams at the tournaments every year. You could have an upset of a team that could have come back, and they would have sold just as many tickets versus the other team this year. This is true especially with volleyball and the additional teams added. The number was up because of four more teams that were out there selling tickets. So they kind of look at that historical data but it's just so hard to say.

Mr. Everts presented information on the Forest Lakes District Event. It is a youth conference held here and always in the early part of January pretty much when it's quiet around here. The funded from the District go to help with shuttles because they are coming in from all over the area into the KI Convention Center for a lot of their daily activities. The buses are picking them up at 10 or 12 different hotels around the area.

This is one event that they are always mindful of Packer scheduling. The group has confirmed until 2026 and Discover Green Bay is waiting on signed contracts for 2027 and 2028.

Mr. Dworak asked Discover Green Bay an updated list of grants that the District has given to support event activity and the economic impact of it since the beginning of the program. He feels it's a great reminder of the significant impact that the District has been able to have on the area since the grant program started. Over the years, modest investments have both helped bring events to Green Bay and Brown County and keep them here and keep them from competitors. Mr. Everts agreed and mentioned that a 2015 bowling event was a great event and because of that event Green Bay became visible in the eyes of the United States Bowling Congress and they recognized Green Bay's ability to host bowling events. So the relationship with the USBC is why they've come onto the radar for more bowling events.

He reported that this summer Green Bay is hosting about 3,800 youth bowlers in the Junior Bowling Championships to be held in mid-July for about 10 days. He feels that by the end of the year they'll hit \$100 million in economic impact with these events especially with the Draft being held in Green Bay.

Mr. Dworak thanked them for the information.

B. Detail of Special Events and Economic Development Fund

Mr. Dworak presented the Special Event Economic Development Fund statement. It shows current funds available and future commitments. Like the running history presented today it is showing a current balance of about \$660,000. When we account for both the District operations numbers this year and the future commitments, including the portion of the Draft event coming up, you can see they can certainly use another Stadium bowl event in the very

near future. The next event scheduled here is in September of 2026 unless Mr. Popkey has anything else to update for 2025. There were no updates.

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

C. Capital Grant Request – On Broadway/Green Bay Public Market

Mr. Dworak explained that On Broadway submitted a capital project grant request for \$100,000 to support the construction of the Green Bay Public Market. Details are in the packets. He knows that the Board is in a challenging position now and talked with the requestors about the possibility, and if the Board was comfortable with it, they could commit to something to be funded after the next bowl event was held. It will be beneficial to their organization as they work to kind of secure other commitments. But Mr. Dworak said that's certainly at the discretion of the Board today. He introduced Ms. Haf and Mr. Johnson to say a few things about their request.

Mr. Johnson thanked the Board for entertaining the On Broadway request. He is the Vice President of Donor Engagement. He mentioned that, like a lot of capital campaigns, you need to secure pledges to a project that often gets pledged over a series of years. This would mean you could get a bridge loan until that funding comes in. That's exactly how this deal is structured. He reported it is a campaign that has allowed quite a bit of funding since this project started. As is often the case with construction projects lately they have a new market tax for credit funding projects, which means that you must be fully funded to close your capital stack and they are working on that. Their project is with underwriting and in fact that process has been completed already. So, their objective is as a non-profit organization they'd like to carry as little debt as possible on this project. They put it through stress testing so that if you see a 20 percent reduction in expected sales or your events, they determine your capacity to repay. They've gone through all of that analysis and at the end of the day as a non-profit their objective is to pay off that debt in its entirety. They ultimately will secure anywhere from \$2.6 to \$3 million of new market tax and credit cash equivalent. That is really what drives the timeline on this and the bridge loan. Obviously, it needs to be supported through pledges and that's why, to Mr. Dworak's point, having a pledge on the project, even if it's not paid till later, still provides the necessary collateral to be able to pull the full funding that we need on the project. Ms. Haf added that through conversations with Mr. Dworak, and when they applied for this grant, they felt like this is the perfect project for this type of funding. It felt like a shame not to grant it because of limitations with your financial situation. This project will provide economic development opportunities, tourism, and recreation to Brown County and they are willing to be flexible on the timing of the payments.

Chair Weycker said it is a big project. Mr. Johnson agreed and added that the complexity of the capital stack is certainly there as well, but it's also aided them because even though we are a non-profit, it is not a tax-exempt project per state statute. It pays property taxes and will also collect sales tax; and, because of that, they are able to take advantage of economic development incentives in a way that a lot of non-profit organizations typically wouldn't. That's where new market tax credits come into play. However, that does have a timeline associated with it, so if you're not fully funded, you could potentially lose that allocation. They'd rather get that federal tax credit to help support the project and they have a number of other grants associated with the project as well that are kind of timeline driven.

Chair Weycker confirmed the amount they were asking was \$100,000. She stated that the lack of funds is an issue but the upcoming event would generate approximately \$500,000. However, it has been postponed in the past. She also feels this is a good project to use those funds.

Mr. Bouressa asked if there was a legal issue in committing funds they don't have. Mr. Dworak answered that they would not be committing funds they don't have – they do have \$600,000 in the fund with more funds coming in. It would be a good use of funds but paying that grant is contingent on the 2026 event happening and if it didn't happen there would be another conversation at that time.

Chair Weycker said they've gone three years with zero revenue. The game is on both teams' calendars sitting here today for September 5th of 2026. She said that the \$600,000 sounds like a lot of money but we are expected to survive through the end of the Lease and these funds need to sustain us - absent any changes - and we are going right down to the wire. She reiterated that although \$600,000 sounds like a big number - it really isn't and it's committed to the District's existence

Mr. Johnson said they were aware of that and it's why they suggested this could be a conditional allocation as we've done with some of our other grants. That condition is very simply put that you must meet a certain revenue threshold on your upcoming football game and if that threshold's not met it becomes voided and it can be a presentation at a later date. This gives them leverage when talking to other donors, too. Just to have the support of the District and conditional approval would also give them leverage with the lender.

Mr. Bouressa asked what level of revenue would be generated if the game were held in 2026. Mr. Dworak said it would generate about \$1 million revenue and the District would get approximately 50 percent of that.

Mr. Graul stated that pre-committing funds is probably not a precedent he wants to set. Mr. Vande Castle said another conditional grant was awarded in the past but it was more on the applicant's side of the agreement.

Mr. Dworak said this entity hasn't had an opportunity to support a capital project like this in a couple of years. He thinks it's a good project to support if the Board is willing to make a commitment subject to something in the future. But if there's a desire to wait until that event happens, the District could certainly ask them to come back at that time as well. He knows that the commitment now would probably help them.

Mr. Johnson added that they've had other conditional pledges to the project as well and their lender has accepted that. That's why they opted to bring it to the District now, because a conditional commitment is better than no commitment. So, any type of condition that you want to put on there we would bring that back to the lender.

Mr. Lucius said he's really struggling with this. He thinks it's a good project but he's struggling with the District's financial situation. He's frustrated that they're not getting events in the bowl and the District needs that revenue to be able to do things like this. He feels this is very important and can do a lot for the community; but, until they have a commitment that there

will be events in the bowl, he doesn't feel comfortable with any type of pledge. He'd prefer to hold off right now.

Mr. Graul said that the District is in this position because there have been no events in the bowl. He feels people will come to the District Board because they can't give you the money today, but they can give you a condition. He's thinking with Mr. Lucius and it's not a precedent he wants to set.

Mr. Johnson said it has admittedly taken some time for him to fully understand the intricacies. And there's a reason you have to hire consultants to go through this, but they have to have enough funding for what's called the leverage loan. And in order for them to get the leverage loan it is secured from a few things -- one is cash secured from donors who've already pledged to the project and it's cash that we can bring to closing. And then of course, you have funding that you bring for lender to give you. Also you have to collateral on your property, like a normal commercial project. And, in the case of bridge loans, they will use pledges as collateral and they make assumptions. In their case, the bridge loan is structured over a five-year period. They just want to make sure that the pledges to the project are sufficient enough collateral. So that's why he suggested that the conditional approval can work. He realizes it's a difficult spot to be put in. He stated that that's probably similar to what you did with the pledge to the NFL Draft itself. They conditioned it in a way that was right for the funding for that bowl game to come in and fund that. He's hoping that something similar could be considered for their project.

Chair Weycker asked Mr. Vande Castle if there is a limit on committing future funding? She's worried a little about that as a Board. If there is a new Board can this Board commit a future pledge like this. Mr. Vande Castle said you can't really think of it in terms of a future Board because if the Board reaches an agreement today with a condition attached, it's going to be enforceable. It's like most of the commitments that have been made in these sorts of things and have been sort of laid at the foot of a future Board because the District is not necessarily giving out the money. As they walk out the door today, it's going to be given out in the future based on the event actually happening. So you could make a commitment today to something that might not materialize until a year or two from now. Therefore, from a legal perspective, regardless of the merits of the project or lack of merits or whatever, what's being proposed today will be the future Board's commitment.

Chair Weycker added that the question here today is, do we want to spend future money that we don't have and haven't earned yet especially given the current status of the Board? She didn't want to speak for the Board but the District doesn't know what they're going to get and that's why she's really struggling with committing money.

Mr. Lucius added that the District's funds could be worse in the future – then what would happen.

Mr. Dworak said that sitting here today with no events scheduled for the summer and nothing announced for 2025 they would be looking ahead to 2026 anyway.

Mr. Lucius asked if the Board voted no they can't come back and ask for funding again. Mr. Dworak agreed and said if the preference is to wait, the Board would have to table the request.

Mr. Johnson wanted to understand that they can bring it back at any future meeting. Mr. Dworak stated they can't bring it back unless the request changed so tabling it would allow On Broadway to bring it back without major changes.

A MOTION WAS MADE BY TERENCE BOURESSA AND SECONDED BY KEITH LUCIUS TO TABLE THE ON BROADWAY REQUEST FOR FUNDING. A vote was taken. MOTION CARRIED.

D. Event Grant Request – Duck Creek Triathlon

Mr. Dworak presented the event grant request from The Village of Howard and the Duck Creek Triathlon event. It is an event the District supported in a modest way last year. They got in front of us a little bit later than was ideal and they're back in front of the Board today as they are working on their second annual event in June. They've requested \$5,000 to support marketing and promotion of the event. He turned it over to the Village's representatives who thanked the District for their support last year. They reported they had a successful event even though it was capped at 240 participants. It was the first time they ever Invited 240 people to swim in 100 foot deep quarry and they had to make sure they knew what they were doing. They said it went really well and they had beautiful weather. They held it on July 28th and 29th last year, but it conflicted with EAA. So from a hotel standpoint, they're really wondering if the hotels were available in the area. They had participants from Cook County and Page County, Illinois. They reported that this year they moved the event to June 29. It's also the Sunday after the Y will run their youth triathlon and hopefully be able to jointly advertise. They've also increased the number of participants to 400 as we're going to try and scale it up. this thing up. So, for example, Sturgeon Bay's Door County Triathlon is already sold out for this summer, and they have 900 participants so there's still a big demand for triathlons. It's just kind of getting the word out and that's what they need the funding for. They are asking for any amount up to the \$5,000 requested would be appreciated because they understand the District's tight budget. Mr. Graul asked how many are registered so far – they answered 150. Chair Weycker asked how many from other states registered. They said some from Illinois and Minnesota participated last year but they really didn't advertise because of the capped number. They did have to change the racecourse a little bit but it increases law enforcement expenses due to a lot more intersections to cover but it'll make for a smoother event.

Mr. Lucius mentioned that he's concerned about the District finances and to spend \$5,000 to get limited economic impact doesn't seem like the best way to use resources. Mr. Graul asked what their highest priority is for the funds. They responded by saying they plan to purchase ads in Illinois. Mr. Graul suggested they fund \$2,000 like they did last year. Mr. Lucius agreed.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY TERENCE BOURESSA TO APPROVE THE DUCK CREEK TRIATHLON GRANT REQUEST IN THE AMOUNT OF \$2,000. A vote was taken. MOTION CARRIED.

8. GREEN BAY PACKERS UPDATE – NFL DRAFT AND STADIUM PROJECTS

Mr. Popkey reported on the NFL Draft progress. He mentioned that if the Board has been following the news, they've seen this type of information out there already, so he'd go through it quickly and then take questions as it pertains to the District. He presented updated renderings of those that were

released a few weeks ago. It is fun to see what it's going to look like and a little bit closer to the Draft theater area. That's the area just in the east parking lot that will have the theater as it's called, which is the big stage. That'll be the focal point of certainly the draft picks and the entertainment that takes place in between picks. The whole campus itself has lots to offer. NFL Network will be in there. ESPN will be in there. Looking back at Detroit's draft he feels it's helpful to remind us the type of numbers that you'll see in terms of TV audience. He said they're not focused so much on numbers but the NFL said that they focus more on the rating of the draft experience from people. We have a smaller metro area to draw from but we know we'll draw from around the state, and we get neighboring states with NFL markets in them so we're counting on a beautiful spring weekend that'll drive more people.

If you look at the schedule you can see there is information already in terms of when the gates open by the experience and the draft theater to when picks start getting made. And of course, you've got the network coverage schedule. We've been spending a fair amount of time discussing with different audiences in the community and those who are closest to the footprint are interested in this. Road closures and those types of things, but particularly our footprint will be later this month. The draft theater is a big structure and it will be built on Oneida Street. There's a hospitality area and other elements that make up the draft theater and that takes the longest amount of time to build out.

The Stadium concourse and restrooms, along with some concession stands will be utilized. The seating bowl will be open to some extent but limited because they want as many people outside in front of the theater watching because that looks good on TV. But for those who want to do a little bit of everything and we know people are coming for the first time to Lambeau so the NFL wants them to be able to come in, sit down, and take in Lambeau and watch the draft.

They're also planning some other activities inside and are waiting to release those activities but there will be some things for the prospects as well. They will bring in former players and there's certain aspects that they have access to. He explained the road closures and the traffic pattern that's getting finalized. There will be shuttles, but then also rides such as Uber and those type of services will have a drop off zone and that's being finalized and will be announced from the on the app. This is a pretty large-scale event and it's really the largest we'll see here at Lambeau.

The NFL hired a local person, Gary Baronowski, who you may know from his time at the Green Bay Chamber. He also owns rental properties across the street to the north. As they were looking for someone local, Gary was suggested and he's on board. He will also help really lead that communication with effected businesses.

One thing that the NFL has recommended is if there's businesses nearby that can operate remotely that's being suggested. They're not going to be closed off but just so traffic will be less. So if they can do that, they're being encouraged to consider that. It is the same reason why the schools near Lambeau have been asked to close during the Draft.

First and foremost, they are collaborating with local law enforcement but also working with their resources at the federal level to monitor all the things that they monitor for potential threats. And to this point they've had no credible threats.

They've had opportunities for groups to meet in the community. They'll be doing a Prospect Clinic with the players on the football field downtown and other events out in the community.

There's also a source program which is something they did to engage under-represented businesses, diverse businesses, as well as local businesses. They're really trying to engage opportunities here locally and in the state. So those companies can take part in the draft. There's also a lot of material that goes into putting on the draft and that is available for donation afterwards.

Chair Weycker asked if everyone got notified about being in yet for the vendors? They said they sent out the first wave of contracts last week with respect to food vendors. For example, a lot of people in the source program are food providers, whether they're restaurants or food trucks, that sort of thing. They all applied to be part of the draft because the NFL will choose some of them to be a vendor or to have their food truck inside the perimeter.

Mr. Lucius asked if they have numbers from past drafts. He'd heard Detroit had 700,000 approximately there and he's assuming that was the first day. How much does that drop the second and third day. Mr. Popkey said that Detroit at the end of draft reported 700 000, but that was for all three days. They had a day one total of 250,000 plus. Thursday is a big day with the first round and Friday and Saturday they see more families. They're going to have families there all three days, but Saturday, with school out and taking place early in the day, you see more of a family focus there. Overall, they've just said liken it to three Packers games in a row.

Chair Weycker said she knows the NFL is used to doing this, but it seems like things are coming along really slow and down to the wire and we're not getting information until really late which is frustrating for the businesses. Mr. Popkey said he didn't disagree with her and what we've experienced and heard from other groups that this is the case, so it comes when it comes.

Mr. Dworak interrupted the meeting to state that Mr. Graul had to leave the meeting early and he makes up the quorum necessary to vote on items. He asked if the Board was willing to pause on this agenda item and move to the Director's Report and the Financial Reports which are the two things the Board would be formally accepting. Therefore, Mr. Popkey's presentation would be paused.

With the Board in agreement, Mr. Dworak moved ahead to Item 11 on the agenda – The Director's Report

He stated the Director's Report includes the fund statement, which ties back to the current bank balances included in the fund report. Also included today is the final 2024 Operations and Maintenance reimbursement requested from the team along with the locker room project request. So there's a lot of documentation in there. Last item in the Director's Report is the fourth quarter maintenance report from the team, which as we've noted in the past is something we're looking at from the perspective of trends for demand and preventative maintenance, or other one-time items reported on the summary.

Mr. Dworak added that the locker room project had a lot of detail with all the draw requests from the Packers that go inside that lined up with their budget. Mr. Graul said he did have questions but he would move to approve.

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

Mr. Dworak moved on to Item 10 – District's Financial Report

Mr. Dworak presented the four months' worth of District Financial reports. He stated they'd just be looking at December and February. He presented February's first. He reported it is too early in the year to really make any conclusions or significant projections on things, so he didn't have any comments as it relates to where the District is. As of January and February everything continues according to plan. As it relates to December, the District ended up the year a little bit ahead of year end projections but really no other significant surprises with regard to the year-end financials.

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

The Board moved back to the regular order on the agenda. He asked Mr. Popkey to wrap up the draft and projects report. Then they'd move on to Item 9.

Mr. Popkey began the discussion on stadium projects with the locker room project. He said that each year there's a number of projects completed by the Team and they review the more significant ones with the Board. The Packers locker room is a room that players are in on a daily basis and they haven't touched that space in any significant way since its construction in 2003. So they're taking this off-season to refurbish, revamp, and reimagine the space to give it what they feel it needs. There are other things that are scheduled as well and it's a multi-phase, multi-year project but the locker room itself will be done this year. They're also replacing the roof on the west side in multiple places. The fire alarm system is getting some upgrades and they are doing some electrical transfer switch replacements. Those are also some significant projects and are some basic type things that you would expect in a building of this size and this age. These are all projects the Packers are funding themselves. There's no new request for funding at this point but that's not to say that some of that stuff may not come back as a capital project request like elevator replacement or something like that.

9. GAME/EVENT REVIEW – PACKERS VS JETS NOVEMBER 3, 204

Mr. Dworak presented the game review which is part of the annual maintenance monitoring program. There's a couple of components to that program. One of which is the big assessment inspection that we do in late summer usually. We also go and view the stadium during a game. And it's really a way to see some of the capital improvements that have been done in action and see how some of these systems and how some of these things work with people around as opposed to just being in an empty bowl. We do have usually a team of two or three that come up and start a couple hours before the game. First you look at the service level areas and then they get into game mode and they're going up into all the concourses and up into the premium areas. And again, they're just looking for how the space is used - what the finishes look like - are there any things that need to be addressed or otherwise. Are there areas for improvement that we should be recommending or looking at.

In general, like with the annual assessment, the Team is doing a very good job. Part of this report also includes a lot of the improvements the Team has made in the past couple of years and we use this as an area of focus for items to review during game operations. He reported that in almost all those cases, they certainly are. There's a couple of areas that every year that we always kind of make note of – he directed them to page six of the report. One of the findings there, when you look at entrances they usually do a count of metal detectors at each gate and just kind of look at the entry process. The security checkpoint is probably the biggest issue for entry especially at the Oneida gate where you've got a significant amount of people. It would seem like adding a couple of metal detectors would be the easy fix. Maybe it's not quite as easy to fix as we think it is from an outside perspective, but adding a few of those to increase capacity is something that we talk to the Team about and would recommend

that they at least consider doing this given the significant volume, especially again at the Oneida Gate. But even when you look at the Fleet Farm or the Kwik Trip gates over on the west side of the stadium they usually end up with some backups for the games as well.

The other piece that has been mentioned a couple of times in the past, probably two years now, is the Team's designated drop off or recommended drop off zone is over on Shadow Lane, which is across Lombardi Avenue. This is listed under parking and there's a couple of pictures in the report. Crossing Lombardi, they have police that are there, but it's not a very pedestrian friendly crossing. You have to go up over curbs on the median and come through. We recommended this in the past with the Team that if that's going to continue to be preferred drop-off site that that should really have some curb cuts or otherwise to make that easier. I don't know whether that will continue to be a drop off site with development plans on that corner in a project going up there but that's something that if and when the Team changes that it will continue to be monitored and discuss what they're recommending for that as an arrival point. Otherwise, the improvements that the Team has made in the last two or three years which have been heavily focused on are the grab and go concessions. They are super easy and convenient to navigate and grab stuff through. I think they've improved that food and beverage experience greatly. The Concourse improvements that they've done with the gantries, the way finding and the additional screens really keeps you connected to the game if you're out in the concourse. In the last couple of years, they've continued to focus on Wi-Fi and working to improve that game day experience and try to make sure people can stay connected on their devices.

Overall, as an extension of the maintenance monitoring program, the game review gives us a chance to see things in action on a game day and I think the Team continues to do a really good job of maintaining the facility and operating a really good game day operation.

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

Mr. Bouessa asked about events that are attended by the Board or District are they provided tickets. Mr. Vande Castle said that after the renovation they were invited to attend a game but they paid for their own tickets, food and drink. It's in the statute. Chair Weycker asked about tickets for the game review. Mr. Dworak said the Team issues them passes not tickets and they never sit to watch the game – they're always moving around.

10. DISTRICT FINANCIAL REPORTS – NOVEMBER/DECEMBER 2024 & JANUARY/FEBRUARY 2025

This agenda item was taken up earlier and approved.

11. DIRECTOR'S REPORT

This item was taken up earlier and approved.

12. OTHER MATTERS AUTHORIZED BY LAW

Mr. Dworak had no other matters.

13. MOTION TO ADJOURN

STADIUM DISTRICT MINUTES
March 17, 2025
Page 12

A MOTION WAS MADE BY TERENCE BOURESSA 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