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 **Tuesday, September 1, 2026,** at 12:00 p.m.

PRESENT: Keith Lucius, Sen. Cowles, Mark Graul, David Charles, Terence Bouressa, Amaad Rivera-Wagner, and Cheryl Renier-Wigg

ALSO PRESENT: Brian Dworak, Bill Vande Castle, and media.

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1. CALL MEETING TO ORDER

   The special meeting of the Stadium District Board was called to order by Vice-Chair Lucius at approximately 12:00 p.m.

2. ROLL CALL

   Roll call was taken. All Board members were present via Zoom.

3. PLEDGE OF ALLEGIANCE

   The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

   Mr. Rivera-Wagner questioned how the District could hold a meeting without a Chair. Mr. Dworak answered that the Vice-Chair can conduct the meeting until new officers are elected at the next regular Board meeting.

   A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY AMAAD RIVERA-WAGNER TO APPROVE THE AGENDA. A vote was taken. MOTION CARRIED UNANIMOUSLY.

5. LATE COMMUNICATIONS

   There were no late communications.

6. Consideration of a motion to convene in closed session pursuant to Section 19.85 (1)(e) of the Wisconsin Statutes for purposes of deliberating or negotiating the purchase of public properties, the investing public funds, or conducting other specified public business whenever competitive or bargaining reason require a closed session, to-wit; Lambeau Field Lease negotiations.

   Vice-Chair Lucius didn't feel the need to convene into closed session. Mr. Dworak put the option on the agenda because some of the discussions about the ticket tax rebate may lead into matters pertaining to Lease negotiations. However, he felt it was fine to remain in open session if that was also the Board's preference. Mr. Vande Castle said they could convene into closed session later if they needed to. Mr. Lucius asked the Board if there was a motion to convene in closed session, no motion was made.

7. Consideration of Action, If Any, Regarding Closed Session Discussion

The Board did not convene in closed session.

8. SPECIAL EVENT AND ECONOMIC DEVELOPMENT FUND

Consider Request for 2027 Special Event Ticket Tax Rebate

Mr. Dworak reported that the Packers approached the District about a possible 2027 non-concert bowl event. Because there was no precedent set for a ticket tax rebate for this type of event they wanted to again ask the District for help to secure the event. He mentioned that at a past Board meeting there was a request to set up a working group with the Team to find out more about their booking process for bowl events. Last week Mr. Dworak asked Mr. Lucius, Mr. Charles, and Mr. Bouressa to meet with the Team to start that process. They learned that many of the non-concert events are now also being booked through promoters as opposed to in the past where the Team was working with the schools to set up these events. Like concerts, these promoters are also very competitive and are

Sen. Cowles asked if the Team wanted the District to agree to the 5% rebate like previous bowl concert events to lock in this event. He also asked if all promoters end up asking the same. Mr. Dworak thought they probably do all ask. He also added that if the promoters have a pleasant first experience with a venue, they are more likely to return.

Mr. Rivera-Wagner asked when the work group was formed. Mr. Dworak said he needed to get it together rather quickly, so he reached out to Mr. Lucius and went from there. Mr. Rivera-Wagner said he would have wanted the opportunity to participate to represent the City. Mr. Bouressa explained that he attended on behalf of the City and spoke with the Mayor before the meeting. They also had to be sure they didn't form a quorum for the meeting with the Team, so they had to limit the number of participants.

Mr. Graul asked if the non-concert event would have the same kind of economic impact. Mr. Dworak believed it would and said it would be a large event but can't make it public. He asked if the impact would be similar to the soccer event that was held and generated $500,000. Mr. Dworak said it is possible to be in that same range. Mr. Graul said he is inclined to support this event and asked if these events turn a profit for the Packers and what kind of profit. He said it's almost like the District is giving a grant to the Packers because the District would get the full $500,000 without the rebate and end up giving $250,000 to the Team. Mr. Dworak said the rebate flows back through the Packers to the promoter and may help the Team to secure the event by reducing the total ticket tax impact. He has no specifics to share regarding Team financials but knows the Packers are not in business to break even on events hosted in the bowl. This rebate is used to incentivize the promoter to secure the current event and develop a long-term relationship to keep bringing events to Lambeau.

Mr. Graul said he's not against helping the Team make money but he's just trying to figure out how the $250,000 is helping the Team. Mr. Dworak said it helps the Team make the best offer to a promoter for use of the facility to generate local economic impact, which includes helping the team generate revenue as well. Mr. Graul agreed they need to get events here for the community in 2027. Mr.

Dworak said one of the takeaways from the meeting with the Team was that they have a dedicated booking person who will be working to get possible multiple events and the Team showed a commitment to hosting more events.

A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY SEN. COWLES TO ACCEPT THE RESOLUTION AS PRESENTED.

Mr. Lucius questioned if this rebate would be a one-time exception or ongoing. Mr. Charles said it was written that it was for this 2027 event.

Mr. Bouressa suggested the motion be amended to accept the Memorandum of Understanding for this single 2027 event.

A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY AMAAD RIVERA-WAGNER TO ACCEPT THE MEMORANDUM OF UNDERSTANDING FOR THE 2027 SPECIAL EVENT TICKET TAX REBATE. A vote was taken. MOTION PASSED UNANIMOUSLY.

9. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters.

10. MOTION TO ADJOURN

A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY SEN. COWLES TO ADJOURN THE MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at approximately 12:25 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist