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 16, 2026,** at 2:00 p.m.

PRESENT: Leah Weycker, Sen. Robert Cowles, Mark Graul, Terence Bouressa, David Charles, and Amaad Rivera-Wagner.

EXCUSED: Keith Lucius

ALSO PRESENT: Brian Dworak, Ken Kaszubowski, Bill Vande Castle, Aaron Popkey, Brad Toll, Joel Everts, Beth Ulatowski, Kyle Baldwin, Nadia Farr, and Lacey Cochart.

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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 except Keith Lucius who was excused.

3. PLEDGE OF ALLEGIANCE

   The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

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

5. REQUEST FOR APPROVAL OF THE MINUTES – MARCH 23, 2026

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

6. COMMUNICATIONS

   A. Luke Combs Concert Coverage

      Mr. Dworak shared two articles that highlighted the concert recently held at Lambeau Field. Mr. Rivera-Wagner added that it was a great event for the community and it broke attendance records, which is a great way to create revenue. He knows people came from Madison, Milwaukee and Chicago and gave kudos to the Packers organization, the Stadium District, and all involved.

   B. Late Communications (if any)

      There were no late communications.

   A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY MARK GRAUL TO RECEIVE COMMUNICATION AND PLACE ON FILE. Vote taken. MOTION PASSED.

7. OPEN ITEMS FROM PRIOR MEETING

Mr. Dworak mentioned that this agenda item is a place to talk through things that were left open from prior meetings. He sent an e-mail as it related to two operations and maintenance expense items with some detail that was received from the Team. He also followed up on a financial statement question from the March meeting. He reported on two other outstanding items from the March meeting that were discussed during the Game Day review and the User Fee review that are still under development and we'll have some discussions with the Packers around minimum balance recommended on the user fee account and then also some of the recommendations that were made in the Game Day Review and how to work with the Team to get those into action items. Mr. Dworak stated he will be working with them on planning the maintenance assessment over the next couple of months and that's always a good opportunity to sit down with folks like Mr. Popkey and their maintenance/facilities people to talk about those things.

Mr. Dworak asked the Board if there were any other items he may have missed from anyone's recollection. Mr. Graul asked about the PMI seat rental item. Mr. Dworak answered that PMI staffs the rentals and collects the revenue. And then on the same invoice that they bill for cleaning on the game, that also records the receipts that are separate accounting transactions.

Mr. Graul thanked him and said this is a good way to make sure they keep track of things.

There were no other questions.

8. VIRTUAL MEETING POLICY

Mr. Dworak presented a draft virtual meeting policy allowing for virtual attendance at District Board meetings. Obviously, the Board will continue with all of the normal notice requirements. It is a very basic policy around notice requirements, but he wanted to bring attention to the board member attendance and some of the items in that section as there was conversation when first discussed back in December and whether or not to set a minimum required attendance or if there was anything more specific they wanted to include in that language. He included something that if there was a conflict that might make that impractical or not possible to make it, then attending virtually would be an option under this policy.

Our bylaws right now allow for electronic participation and that could be what we've had it be via phone before we've had it be via camera. If this Board has any preference as to whether, if you are going to attend remotely, it's required to be on camera so we can physically see people or if joining by phone would also be acceptable.

Those are the two key items - one closed sessions which is also listed in here. Most of the programs that we would use, whether it's Zoom or Teams or otherwise, have the ability to create specific breakout rooms to be able to do that and he’s included language in here that it's up to each Board member to ensure if they are participating remotely in the closed session remotely, it's their responsibility to ensure that it's just them in that closed session so that they're not others in the background or otherwise participating in that closed session.

Chair Weycker had a question about the public access. So does this mean we would always have all virtual televised meetings as well. Mr. Dworak said it could be done either way but yes all of them would be virtual and he thinks the intent in one of the conversations was around having wider access

was desired. She thought it could be clearer. Mr. Graul agreed that it reads public access shall be provided to a public meeting or hearing electronically.

Mr. Vande Castle added that the basis for where this came from was the Wisconsin Department of Justice's open government section. They were the ones that kind of came up with this basic policy. They've modified it here a little bit, but the basic format of this is the suggestion that the State uses to its agencies when they want to have public virtual meetings.

The other thing that sort of an aside to this with the public access is that just because there's public access doesn't mean that the public has a right to participate in the meeting. That's up to you as the Board. You'll see some boards will have a section for comments from the public or something like that. That's up to you whether you want to change your policy, to do that. We've never had that in the past. You still always have the right, even if you don't have that on the agenda, you would still have the right to open the floor and allow somebody from the public to speak if you would be so desired, whether they're here in person or whether they're on zoom or whatever format we're using.

Mr. Graul asked about page 2 c - as to ensure accurate public record, voting on resolution, regulations, rules or formal action shall be done by roll call vote. Mr. Dworak said he reads that as applying to resolutions or formal actions.

Mr. Vande Castle added that the way this is intended to work is that it really falls into Ms. Roskom's lap and that she's going to have to note it on the record in her minutes. You can ask for a roll call vote if you want, but if you don't and the vote is taken, she has to make sure that not only everybody in the room is accounted for, but if there is a Board member who is attending virtually that their vote is also tallied in her minutes.

There are some requirements, and again it's going to refer back to our bylaws, where there may need to be a roll call vote. Mr. Dworak added that approving the minutes is not formal action in the same way that approving the budget resolution would be.

Mr. Graul agreed and asked about the statement about Board members shall be visible at all times. Sometimes when you're on a zoom call, you know something happens and you want to turn your camera off quick and he feels stating they shall be visible at all times seems a little inflexible.

Mr. Vande Castle said again that there's no State law that requires that you have to have constant visual observation of somebody and if they want to turn off the camera or they're having camera access problems or something that's fine. So we could take that out. Mr. Graul suggested they take that out. Chair Weycker said they should put a period after heard clearly.

Mr. Graul asked when this would be implemented. Mr. Dworak said the next meeting would be the goal. Even if we're revising this policy today, he thinks they could move forward with the revisions and if they need to formally adopt it at the September meeting at the same time that we've got a link going, he thinks they could do so.

Mr. Graul said if they are all in agreement then he feels that in advance of that, they communicate that publicly. Mr. Rivera-Wagner agreed that they should communicate the new policy.

Mr. Charles asked why they don't just go virtual all the time instead of bringing everybody in. He feels the meetings have been relatively short and orderly recently. Chair Weycker said they agreed

that in person would be best. Mr. Rivera-Wagner struggles with that because it's much easier to offer to end the in-person attendance because people weren't showing up. Chair Weycker said the question was whether it was allowed or not and they wanted to update the policy. Mr. Rivera-Wagner is okay with virtual attendance but fully supports it as is and feels it doesn't need to be changed.

Mr. Charles feels they ought to take a look it because of the time it takes for people to drive and the amount of time it takes out of all of our calendars.

Mr. Graul didn't feel there's anything wrong with it as it exists – now with a formalized virtual option for members of the Board and public maybe people will want to participate via virtual link to see how it goes because it's only four meetings a year and then take it from there. He wants to operate as they are rather than go to all virtual meetings.

Mr. Charles asked if there would be any money savings by meeting virtually. Mr. Dworak said some time is spent traveling for the meeting. From his perspective there's value in being in the office and he would still be coming up for the meetings anyway as part of the role.

A MOTION WAS MADE BY MR. WAGNER-RIVERA TO ADOPT THE POLICY WITH APPROCIATE CHANGES AS DISCUSSED AND SECONDED BY MARK GRAUL.

PAGE 1 – INSTEAD OF "IT'S THE PREFERENCE OF DISTRICT BOARD TO MEET IN PERSON – CONTINUE TO BE AVAILABLE BUT WHERE CIRCUMSTANCES DON'T PERMIT ALLOWED TO MEET VIRTUALLY. UNDER PUBLIC ACCESS – ALL MEETINGS WILL BE AVAILABLE – NOT JUST MEETINGS BEING CONDUCTED WITH A BOARD MEMBER ELECTRONICALLY – STOP AFTER CLEARLY – STRIKE TEXT AFTER THAT.

VOTE TAKEN – MOTION CARRIED UNANIMOUSLY.

9. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Dworak reported there was movement on this statement for the first time in a little while with the Luke Combs concert event here in May which generated just under $640,000 worth of ticket tax revenue into the District. There is $323,000 left of what the District committed to the Draft event. Mr. Rivera-Wagner didn't see the remaining balance on the fund sheet. Mr. Dworak showed the fund balance at the end of May reconciles with the bank balance committed not paid and the $391,000 increases the funds available, which is now $961,000.

B. Post-Event Report – USA Hockey

Mr. Everts reported on the USA Hockey tournament back in late March. Sixteen of those teams were age fifteen and under, and the other sixteen teams were sixteen and under. None of the teams were from Brown County, and they were from as far away as California, Florida, Northeast United States, Colorado, etc. So there was good national representation. The $5,000 received was used for the cost associated with hosting these USA national championships. He was asked to itemize a couple of those expenses. One is a required $280 per team fee times the

32 teams, and then an officiating fee per game. So the funds the District provided helps out with those two expenses.

Room nights were just under 3,000 and there were a couple of things going on that week and weekend, including the basketball tournament. There was a conference at Oneida Casino and a conference downtown and at the RESCH Expo. So it was a pretty busy week, but everyone had a good time at the games. There was some great hockey played. This age group is a tier one, so if you know anything about youth hockey, these are probably going to be some future college and hopefully pro hockey players. Discover Green bay is talking with them very soon about a potential multi-year event where they could bring them early with the fourth sheet being finished later this year at Cornerstone. They could potentially have a USA hockey national every other year possibly over six years and they hope to close on that soon.

Mr. Rivera-Wagner said this room night number is wonderful and wondered if they were all from Brown County hotels. Mr. Everts said they were all Brown County. As far as a breakdown from that, Cornerstone has partner hotels so they do have to use those hotels first. There was then the fact that USA Hockey has a national deal with Marriott properties so any of the non-Cornerstone properties that weren't Marriott were also reached out to, but it was pretty spread out. We were using Comfort Suites, lots of East side hotels, Holiday Inn Express in Bellevue so pretty much everyone in the municipality, aside from one team because we could not fulfill their Marriott request, so they went to Appleton. So otherwise, 35 of the 36 teams stayed in Brown County.

C. Discover Green Bay Presentation

Brad Toll from Discover Green Bay wanted to have an opportunity to kind of reconnect and tell their story to the Board again about why they're here asking for events.

Mr. Toll said they appreciated the opportunity to come in and share a little bit about Discover Green Bay. He knows there's varying amounts of knowledge as to what they do for the community at Discover Green Bay. He introduced Joel Everts, as you know from coming in several times, works in our sports department. Kyle Baldwin works in the sports department and Beth Ropson is Vice President of Sales who oversees sports, conventions, meetings, and everything in the area of sales.

Discover Green Bay was founded in 1969 with the purpose of marketing and selling the community of visitors to bring people here to spend their money in our community. The industry term is destination marketing organization or a DMO. There are literally thousands of DMOs around the United States and around the world because everyone wants visitors to come to their communities, spend their money, and leave their tax dollars. The more we can collect from visitors, the less we need to collect from our residents. So that's primarily the reason for it in Brown County.

We had 6.7 million visitors to our community from outside the area. The reason they're here is through the Wisconsin State Room Tax Law. The Room Tax Law defines a tourism zone with communities that want to work together. Sometimes there's just one community that creates a destination marketing organization. In our case, we have two tourism zones but the main zone is with Green Bay, Ashwaubenon, Howard, Suamico, Allouez, De Pere, and Bellevue. The state law then says you need to have a room tax commission, which we do. The room tax

commission, according to the law defines how many people are from each municipality that's contributing in the tourism zone, and then that tourism commission or room tax commission has to designate a tourism entity and that's where Discover Green Bay comes in. We're the recognized tourism entity of the tourism zone that we have here. A few other things about DMOs in general is that the set of room tax commissioners are all appointed by the municipalities, and the law defines by the amount of room tax you collect how many you get in each one. Primarily Ashwaubenon has three, Green Bay has three, and everyone else has one based on what the collection is. The commission is a mix of people from attorneys to finance people from the cities to general managers and owners of hotel properties. He goes to all of the meetings and reports to the commission on the state of the industry, what they're working on, what they're doing.

Every year Discover Green Bay brings their annual plan and budget to the Room Tax Commission, and it gets approved by them and put on file and that's the oversight by government. There is also a Discover Green Bay Board of Directors and they have kind of the monthly oversight. The Room Tax Commission meets every quarter and that is more tourism focused. So it's made up of people that own hotels, own restaurants, and operate our attractions, and they get into detail of why are you marketing here, you should be marketing there and there's a fair amount of oversight of the organization.

The mission is really very simple to inspire people to experience Greater Green Bay for the economic benefit of our community and try and get people here to spend their money. Discover Green Bay carries this mission out by having a marketing department as well as a sales department. Those two spend most of the money and that makes sense. They're marketing to get people's attention, get us attention within the industry. We market primarily in the Midwest. We don't have the budget to be able to do a lot nationally. But we ride along on Travel Wisconsin's shirt tails whenever we're able to. Certainly, the Packers are a tremendous marketer, and their brand is known internationally, so we also leverage that when we're marketing, but primarily use that when they're selling. The Draft has been a tremendous tool as we talked to other groups. If they ever say they weren't sure Green Bay was big enough to handle their event they mention that Green Bay just hosted the NFL Draft.

He mentioned the department that works the most with the Stadium District Board is their sales department. They're the ones that are out trying to get meetings and conventions to commit to Green Bay. They're also working on expositions along with Nadia Farr and PMI to get sports tournaments so it's the Expo Center for that. We also work with the groups that are more motor coach tour groups, and don't ask for much help with that, as well as the international market.

Typically, the sales department attends about eight trade shows or marketplaces and they're kind of like speed dating at a huge conference or expo hall and we have or the planner has a table and you have appointments with people and you get eight minutes to tell them why they should be booking your community instead of someone else's. From that, we oftentimes find people we want to bring into the community on site visits or a familiarization tour. Last year 263 people in the meetings industry came into our community to see our assets and what we can do for them if they bring their convention to us. If they say they're really interested, Discover Green Bay develops leads to send to our partners, and those leads go to the convention centers, the expo hall, hotels, or wherever that piece of business would fit in our community, including Lambeau Field. Almost all of the leads go to the sales department at Lambeau, and it's part of our pitch as we're talking to people. From that we confirmed 151,000

room nights were future business in 2025 and that had an economic impact of nearly $171 million – which is a pretty typical year. Discover Green Bay's sports department goes to four of those shows, and they invite 79 planners to come in and look at our sports facilities. We sent 62 leads to those sports facilities for future events, and we confirmed 85,000 room nights in the sports area with an economic impact of around $48 million. He said it's a busy department.

Mr. Toll said one of the challenges was the spending and that years ago working with Mr. Webb and Mr. Kuehl they understood that more and more in our community when you look at the economic impact you look at the direct spending that's coming from having these groups in town. The groups started to say, hey, our business is worth something to these communities, and it's led to some of these shared costs with the events that come in and you can help us with hosting fees.

He reiterated that Mr. Everts mentioned some of the things with USA Hockey in the hotels and the rental space, they want the space free when they come in and they leave the economic impact behind. Transportation cost is one that you're familiar with Forest Lakes. They could take that religious conference in January to a lot of cities and not have any transportation costs because they can put all the people pretty much under one roof or two or three hotels that are close enough that people can walk.

Here we're putting them in nine hotels. We don't have nine hotels downtown. So if we don't pay for the transportation, likely that group goes to some other city. So we're trying to work through a lot of these things to be competitive with a lot of our other cities that we're competing against. Security is another cost that is typical if you've got a fishing tournament or something and you have to have guards at the site that you're using overnight. Catering is another cost when you have a big conference in and they expect the community to do the opening reception so we're responsible for providing a reception for the group. So those are some of the things that that we get hit up with.

Mr. Toll reported on some of Green Bay's competition and the main cities they compete with for a lot of business. He said Wisconsin Dells is a little crazy with their budget - they're right at about $17 million. Milwaukee's a little over $13 million and Madison tells us that they lose more business to us than any other city in the State. Green Bay really doesn't compete with Door County in the meetings or sports area. It's more leisure, but they're our neighbors. There is a big difference there and they collect a lot of room tax in the area, that's our primary funding source. But what ends up happening in our community, the state law says 70% has to be spent on either promotion or development, tourism development things. The other 30% can be spent on whatever.

In Brown County, nearly 100% is spent on tourism, which is fantastic but 80% of it is going to pay the bonds on the KI Convention Center, the Resch Center, and now the Resch Expo Hall. We would not trade those buildings for anything. You've got to have assets to sell. But that leaves only 20% for sales and marketing. That percentage is the lowest in Wisconsin. All of our competition is getting a larger percentage and that means we have to be smarter with how we're doing things and how we compete. Milwaukee probably goes to three times the number of shows we go to, so we need to be selective about which ones we go to. We evaluate to make certain that the return is there and we're getting the number of leads that we want to get out them.

So, when Pat and Greg came to Discover Green Bay, we were working with PMI to bid on the WIAA girls' basketball tournament. They thought we had a real shot at taking it from Madison and having it come to Green Bay. They came to us and asked if there was a way the Stadium District could help secure that tournament. It's not something Discover Green Bay really thought about as a community prior to that. It ended up being more about marketing. The Stadium District pledged some dollars that they would help market this because it was going to be in a new community and that worked for a while; but it started to evolve and they questioned why they were giving that money to WIAA rather than keeping more control over what we're doing.

So PMI was using some of it locally for marketing and whatnot and it sort of evolved into we've got 20 some teams that are coming to Green Bay to compete in this thing, but we don't know who they are until Sunday or Saturday night. So we get to the office on Monday and they're coming to town Wednesday. How do you get to their community to market on the radio or a newspaper. It's very hard to market and that's how we came up with the idea of having the schools do it for us and that has been pretty successful. So that's kind of how it's come along. And then when we got WIAA here, the conversation turned into what other ones could we try and help bring in? That led to what kind of evaluation should we have because there's a zillion different events you can try and go after. And that's how we started with the economic impact using destinations internationals calculator, economic impact calculator to try and look at the different events and how many room nights are they going to generate and what's the opportunity? But really there's three things to look at -- economic impact, which that's the obvious one. Earned media - like the fishing tournament which is not going to draw 50,000 people, but it's going to be televised nationally on a network that all the people that fish are watching so there's an earned media piece to this that we're getting free advertising that could bring anglers into our community, or at least people would know more about our fishery. So that's the earned media piece. And then lastly is resident benefit, a really good example of that goes back a few years actually, but it's when we had the Medal of Honor recipients in the community. They had bussed them all over everywhere. They had ambulances follow the buses and the cost of that event was huge. So the economic impact to us was not so much but these people were talking to our high school students and they were all over the community and interacting with our residents. The impact that created just having an event like that in our community was huge.

Mr. Toll knows there's been some conversation about retaining business and that's something they work on all the time. Once they get something, they don't want to lose it because it's easier to keep what you've got than try and find something new again. It normally costs you more to get something new. And the other piece to consider is that business, even though it's something we've had, it's new to someone else. And they're doing what we did to try and get the business away from Madison. In the case of WIAA, Madison would love to get it back. So they're trying to hang on to those pieces, but maybe that's the difference. We find those dollars somewhere else down the road, but it is part of what we work on. The numbers are pretty crazy over the years and are shown on the list provided that goes back to WIAA in 2013. These are the groups or the dollars that have been committed.

He mentioned another good example that's good for the community, Mission of Mercy. They worked with the Wisconsin Dental Association and brought dentists that were their association members from all over Wisconsin and offered free dental care at the KI Convention Center for people in our community that were in need. So again, not one that had a huge economic impact,

but was really a good thing for the community. You can see it's a wide variety of events over the years, but what's really incredible is the economic impact of $108 million over the number of years.

He explained their message is very simple and thanked the Stadium District for being a partner. They've helped Discover Green Bay make up the deficit they have with some of their competition and made them more competitive when going after pieces of business when they're up against some of these other communities.

Mr. Vande Castle added on to what Mr. Toll talked about with the room tax. How this works functionally is you rent a room somewhere and there's an eight percent tax that is imposed on that rental. Under State law, the room tax law, 70% of that goes to the room tax commission for marketing purposes for tourism promotion and development. The other thirty percent of that goes back to the community in which that rental took place and it goes into their general fund. Now there are some differences in Green Bay on how that works, but generally under the State law that's 30% of that 8% for every room that's rented goes back to the community to be used in their general fund. So when you think about this in terms of what we are trying to do in terms of heads in beds, that money is coming back to the community through those rentals or number of nights stayed. You're pumping money out, but you're pulling money back in by bringing those people to the community.

Mr. Toll added that a lot of times the dollars that are pledged to support the events coming are being spent in the community as well. If Discover Green Bay is hosting an opening reception or paying for a rental charge at the Expo Hall or the Convention Center, some of those dollars are staying here and they're not going somewhere else.

Sen. Cowles asked what they would do without the Economic Development Fund to bring these types of events here. Mr. Toll said they would have to be very selective. Other communities are getting 70% of the tax and 80% of Green Bay's goes to bonds. Mr. Toll said it's a municipal tax, but Brown County backed the bonds so Brown County has oversight until the bonds are paid. He added that the bonds are paying for the KI Convention Center, the Resch Center, and the Expo Hall. He thinks the first set of bonds go to 2029, but then the next ones for the expansion of the convention center go to 2043 and the Expo Hall so the setup is what it is for quite a while.

Mr. Charles said you really don't get 70 or 80% for marketing because they've already blown that by borrowing a bunch of money and leveraging against it, so at the end of the day they don't seem to think it's all that important. Mr. Toll said the buildings are important and he doesn't think they would have had the Draft without the Expo Hall. It is a tremendous facility. Meeting planners that have looked at it have said you could put this building in downtown Chicago and it would fit right in. It's top notch, the technology's fantastic, and it's very well run. He wouldn't trade those buildings to get more marketing money, so they just have to wait and be more creative and figure it out. This was one of the things that prompted Mr. Webb and Mr. Kuehl to come to us and offer the District's assistance, and it's worked great over the years. If this went away, we would try and figure something else out.

Mr. Rivera-Wagner wanted to point out that if you just do an average over 13 years, it's about a million dollars a year and it looks like on average we give you between $50,000-$80,000 every year. So the idea that it's between 9 – 10 times the investment giving that much economic

impact is pretty impressive-- for about $100,000 a year, that obviously tells you that that's a worthwhile investment from a quasi-governmental agency and he thanked them for that. His only question is he would love to get the data on rooms and see where rooms are doing well? Are we maxing out every time in Green Bay? If we're not maxing out for these events, is it because of preconditions? Is it because of others, is it that Green Bay and Ashwaubenon are just crushing it and Howard isn't. To get room nights data disaggregated by municipality and have a really interesting conversation about where all the people are staying would be nice. Does it depend on the event? Does that mean that we need more events that are better for rural communities and other ones for urban communities? He would love to have that explanation.

Mr. Toll said one of the interesting challenges the industry in general is facing at this point is - it used to be, especially for conventions, the group has a block of hotel rooms that are 500 rooms over two days. So that's very easy - a hotel tells us in the end this is how many they booked and used. That's how it used to work until short-term rentals came to play. It's short-term rentals and at this point the industry has found it very difficult to track that. They're calling it booking outside of the block. They know the attendance was there, they just don't know where they went in the community.

Mr. Rivera-Wagner said they should be thinking about public policy and different interventions. He asked if they could supply more data because it would be helpful to know.

Sen. Cowles asked if Madison is our main competitor, what are they putting on the table? Are they reordering their budget to try to match what we're doing here with the Economic Development Fund or what's happening there or is it unknown? Ms. Ropson said sometimes we you know the planner will tell us because they're leveraging one against the other. She thinks it's optimal if they offer complete meaning their DMO there will offset the price for their meeting space so the group can host their event at no charge there and sometimes they just offer an incentive. She sees advertising all the time from different DMOs saying, host your event in my city and we'll give you X amount of dollars. It just depends on the group of people, but obviously we're not in the position where we can say that and we really pick and choose the events that we come here with. We don't come here with every event we're trying to bring to Green Bay, but those that we really put through a tough criteria search are the ones that we come forward with. She said they pay for some things out of their budget and the ones that we don't they come here and ask for.

Mr. Toll said Discover Green Bay uses their own dollars to help other groups as well. It's the bigger ones that we feel would be a great asset to the community and to our hotels that we bring forward. He added that from the sports side, Madison and Milwaukee have a sports commission and they also do separate fundraising to try and start events. It's a competitive industry and everyone wants money that visitors leave behind.

Mr. Dworak thanked them for the presentation and appreciated the background.

D. Event Benchmarks and Capital Projects Guidelines

Mr. Dworak presented a marked-up version of the Event Benchmarks and Capital Project guidelines. Some of this is just some cleanup of language that was older from 2018 and referencing specific things there, but the key item here, based on discussion at prior meetings, was addressing the concert ticket tax. I think there was a desire by the Board to have that be

more of a conversational event by event discussion and decision point rather than having something in there that could just be done. He said they don't necessarily have to formally adopt it because there's a lot of edits in this document today and feels this is meant to be a conversation.

Mr. Rivera-Wagner had a larger question, meaning that he understands that this Economic Development Fund is somewhat of an expansion of some words in the statutory requirements of this fund. Should we be reviewing if we do this Economic Development Fund? What is the criteria for it? How does it get spent? What money is coming in? Is it also license plate fees for this? Is that allowed? He had some structural questions about it.

Mr. Dworak said the only monies that come into this fund are from the special event ticket tax. So from the Luke Combs show, the UW Notre Dame football game. In years where we don't have any of those events, there is zero coming into the pool but for interest earnings on that. So license plates, all of those other legislatively required revenues are all going through the 8257 Fund flowing into Operations and Maintenance. So this one in particular, there was an amendment to the Lease that put this into this fund because it was not related to football games. So when that first event, either the hockey game or a concert, that was the first non-football special event in the bowl came up there was an opportunity to have a discussion around where those funds really go and there was an agreement among the Lease parties that said we're going to put that into the Economic Development Fund, kind of using it as a multiplier effect.

Mr. Rivera-Wagner said the Economic Development Fund is an amendment to lease negotiations and not statutory, and asked if the Stadium District had the authority to do that? Mr. Dworak answered they did have the authority to do it and it's been in place for many years. He referred to Mr. Vande Castle for the history because it was prior to his time with the District.

Mr. Dworak said the criteria for the funds has been set by the Board. Mr. Rivera-Wagner said the reason he’s asking this is because the District is not a negotiating party of the lease. The reason he has some confusion is because we don't negotiate the lease. So the parties that negotiate the lease designated us to spend that money for them. He said we are a party to the Lease but not negotiators.

Mr. Dworak said we are party to the Lease, and we are the negotiators and he doesn’t agree with that statement. There may be elements of the lease that don't directly involve the District, like rent or other things the District is the Landlord.

Mr. Rivera-Wagner said because we’re past collecting sales tax for the stadium and he is a little nervous that the parties that negotiated the lease aren't the people in charge of this fund. We have designated that part of the fund, but we are not the people who operationalize the Lease and that Lease is where we're getting our authority, not actually from statute. And again, maybe I'm just asking too tough of a question or maybe just like precedent, but like it just seems peculiar that the people who organized and who decided the Lease aren't necessarily the people who decide how this money is spent.

Mr. Dworak disagreed and said he understands the District and the Packers signed this part of the Lease and there are a number of amendments to the Lease where the City said this doesn't involve us, we don't need to sign this. So it was the District and the Packers that were

negotiating this part of the Lease. So to say that we're not the negotiators of the Lease is not entirely accurate and it is a three way lease.

Chair Weycker added that the lease goes through 2031 so we are party to the Lease. We are one of three, at least until 2031, unless the negotiations change that and then there's two 5-year extensions possible.

Mr. Rivera-Wagner repeated it sounds like where we're at is that there isn't any information that this spending bucket came from a lease negotiation, but not necessarily the statute. And so he's curious how that came to be. And then with the sales tax potentially ending for the improvements at some point. I know you are a party to it in part, but frankly, those lease negotiations don't involve three parties and the District wasn't involved before. They created us. Chair Weycker said that's up for debate. Mr. Rivera-Wagner said that's why he wanted to get some clarity about how this really works.

Mr. Charles asked Mr. Rivera-Wagner where he was getting that information.

He answered that he reached out to the City to ask some questions and asked for some distinction between statutory and lease. They said that's a really good question. He said he was curious how this works and they told me that potentially this is not statutory and it's based on the Lease. He asked if the District got to do all this and then wait till 2031 and the parties that are negotiating most of the Lease get to completely change out, which they might or should be able to. He wanted to know what the District's role is if the Lease changes.

Chair Weycker said that's predicting the future.

Sen. Cowles asked Mr. Vande Castle if the Lease can be ratified without the District signing. Mr. Vande Castle said it could not.

Sen. Cowles said when Mr. Webb and Mr. Kuehl were running things they got a pretty much proportional distribution of the grant funds – it didn't just go to the City events or uses, it was spread around the whole county. Mr. Dworak agreed that it was always the goal to look at all of those opportunities.

Sen. Cowles said the City is negotiating with the Packer and maybe they are right now we don't know - does anybody know why they are not including us in it thus far?

Chair Weycker had some of the same questions as Mr. Rivera-Wagner and she looked at that amendment and the City of Green Bay did decline comment on it. Mr. Webb and the Packers negotiated that part of it with the City because the City was one of the three parties of the Lease and to this amendment.

Mr. Vande Castle said as part of the negotiations for the amendments was the City didn't participate in some of the negotiations for the amendments because they didn't have any objection because they were going to be a beneficiary of some of the results of the actual terms of the amendment. They didn't directly run to the City, they ran to the financial relationship between the District and the Packers that didn't directly affect the City, but it indirectly affected it. If the City felt they were being disadvantaged by it, they certainly would have spoken up.

But they didn't see that there was any disadvantage or advantage to them to participate so they weren't a party to some of those amendments.

Mr. Dworak said this has come from the special event ticket tax, non-football event ticket tax. This is not any of the escrow, this is not any of the sales tax dollars.

Chair Weycker said this was more based on the use of Lambeau Field bowl because there's events in the parking lot that does not fall under this. Mr. Dworak suggested they separate the authority question and work on the existential question and work on a background memo as it relates to that and maybe we just kind of focus on the application of what is currently in place, if that makes sense.

Mr. Graul asked Mr. Dworak that as he worked on that he feels that a timeline would be interesting to add.

Chair Weycker asked if they wanted to tweak the language on the guidelines and benchmarks then at all? Or would you rather have us submit any changes to you? And how do you make the changes?

Mr. Dworak deferred that to the Board. I don't know if we want to spend a lot of time here going through individual edits given the length of the document. If there are any discussion items that the Board members wanted to have here as a group, I think that's certainly appropriate, but I'm happy to take that feedback and incorporate it into a revised document.

Chair Weycker said there is one piece that she has one of the criteria for reporting back is to do an economic impact and room night generated. That's really a difficult thing to do if it doesn't go through Discover Green Bay. I just talked with them about that and they would be willing to work with the entity that the funds go to and help them with the impact information. Having been an event planner, she knows it's not easy to come up with those numbers. So that would on page five, the post event reporting part.

Mr. Charles said that's the grant recipient's responsibility. Chair Weycker agreed and said it's impossible to do and it's kind of limiting the District into giving the funds to anyone except Discover Green Bay if we put that as a criteria but they offered to help if it would happen to be not Discover Green Bay.

Mr. Graul said if we want to bring this back to next meeting perhaps there seemed to be a lot in this that was essentially just history and prose that really wasn't part of what should be a guideline for this Board. I know you removed some of it, but he crossed out over half that I didn't think was necessary to a guideline document for this Board. The other couple questions was the benchmarks and budgets and economic impact, where it refers to events funded for current impact and for future impact. He didn't understand the difference.

Mr. Dworak said he didn't write the original version but he could see that being a new event, securing a new recurring event to the Brown County area versus supporting a recurring event or a one off event.

Mr. Graul said since we don't know what it means, perhaps it ought to be left off future versions or we need to clarify what it is. He mentioned there are a couple of attachments that are

referenced and some were struck but left in terms of what the old application looked like for the capital projects. What that is talking about is what Discover Green Bay or other entities would submit with the information. Mr. Graul said then it also says on page three we talk about as shown in attachment three, the Board has also considered a number of quantified indicators to facilitate comparison as well. But that should come out also. Mr. Dworak agreed if we're not if we're not including those attachments.

Mr. Graul said if you're interested in applying for a grant from this entity, which may or may not be legally authorized, here's what we're looking for. So that's what it just seemed like there was just so much in here that was unnecessary to that. So he suggested that if we don't want to do that today, perhaps we go back and when we have the conversation, we talk about trimming this down. He also noted that the fund balance under this existing document was never supposed to go under $1 million and it has been under that for a long time now. Mr. Dworak said that is why he simply edited it to the current expectations.

Mr. Graul said he doesn't disagree with that either. Maybe that should just be the Board's discretion or maybe we should have a bottom line number. He thinks those are all things that, in all honesty, if we decide the Board should continue, this is all that we do that matters, right? This is the only thing we have even an ounce of discretion on. So we should actually spend some time on this and get it right and get it to the point where we all feel good about it. So that's because this is the only discretion we have if I understand if it has been drilled into me over and over again. We have no discretion over the O&M and so if we have discretion over anything, it's this.

Mr. Graul added one final thing on this, he feels they should have some sort of a statement in there that maybe that's worth getting at with the funding for current and future impact. He feels there should be some parameters on trying to incentivize new events to the community and not just every year after year with the same events. He gets why we want to keep those events and he wants to keep them too, but just thinks with the small amount of money the District has they'd be better off trying to get Discover Green Bay to bring new events rather than funding for eternity.

Chair Weycker asked if it comes with the use of this document maybe needs to be identified better too. Like what is it really for? Is it for a potential applicant to come or is it staff guidelines or is it both and maybe it has to be.

Mr. Dworak said it's both. I think it can be guidelines for the Board and it also provides guidance to those who want to apply for a grant to understand what's the maximum, what are the criteria they're looking at. And it's always at the discretion of the Board to ignore the guidelines if they want to support the cause or support an event or support an activity. But certainly having that there I think is relevant to both of them.

Chair Weycker said one more thing because I want to get it in there. I have continued to try to get out the line relationship to stadium related events. I think if anything this fund is not related just to the stadium. And so I tried to remove that language I think about four times. So I'll try again.

Mr. Dworak asked for any proposed edits or suggested changes be sent to him individually and he will aggregate those and then we can review a revised line document at the September meeting.

10. FINANCIAL REPORT THROUGH MAY 2026

Financial report through May of 2026 was presented by Mr. Dworak. He stated since we're pre football season yet, we're still pretty early in the year as it relates to comparing to budgets or otherwise with no significant anomalies to note sitting here today. He noted that between now and September, we may take a look at what that ticket fee projection is with the announcement of two January home games that pushes one of the home games into 2027. But again, if we don't have the revenue, it's not available for the O&M request, so it is not a net impact on the District operation.

And the only other item is on the user fee was reporting about $63,000 year to date. We've had some additional deposits here in June that puts us at about $500,000 in the positive direction year to date on the user fee collections.

There were no questions on financial report.

A MOTION WAS MADE BY DAVID CHARLES AND SECONDED BY MARK GRAUL. A vote was taken. MOTION CARRIED.

11. DIRECTOR'S REPORT

Mr. Dworak presented two fund statements, the Special Revenue Fund statement and the Capital Projects Fund statement that tie back to our bank accounts sitting here today and what's in our funds. On the District User Fee, I do owe a note on to the bottom of that to indicate what the Board approved in March on the chiller replacement project requested from the Team of $2.7 million of the $8 million and that will be added on the next statement. Are there any questions on those statements? There were none.

He presented the first quarter maintenance report from the Team which highlights activities that they've been working on. It provides some statistics around preventative maintenance work and what they're doing and also includes the maintenance assessment observations and items that have been completed there. Having just come out of the season, there's still quite a few things that need to be addressed. This is as of the end of March for their first quarter, so we would expect to see many more of those completed in the second quarter as the weather got nicer and they have more time coming out of football.

Also included in the Directors report was the 2024 Independent Monitor report related to minority women businesses, disabled veterans and workforce participation. This is a continuing legislative requirement going back to original construction but continues with operations and maintenance expenditures. The Team has a coordinator that they hire to kind of track all of these statistics and everything, and the District then hires the independent monitor Cross Management who generates this report. It's always trailing a little bit just because we give them the O&M once that's finally approved and then it takes them some time to complete. Globally, the Team continues to exceed meet and exceed the target. If you look into the details, there is some nuance between construction project versus operations and maintenance and hitting those specific targets. But I think globally the Team has

continued to do a good job with the participation, and they also have the mentor protege program that has helped identify new firms and new contractors that have been brought in

The next meeting will be Monday, September 21st and then the final meeting of the year is December 14th.

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

12. OTHER MATTERS AUTHORIZED BY LAW

Chair Weycker said this was her last meeting as Chair and Mr. Dworak thanked her for her 9 years of service to the Board.

13. MOTION TO ADJOURN

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

The meeting adjourned at approximately 3:35 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist