

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 17, 2019** at 3:30 p.m. at Lambeau Field Atrium, Green Bay, Wisconsin.

PRESENT: Chuck Lamine, Kristen Johnson, Margaret Jensen, Sen. Cowles, Leah Weycker, Bill Galvin and Keith Lucius

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Aaron Popkey, Beth Lemke and Kasha Huntowski (Neville Public Museum) and David Czernicki.

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present and David Czernicki of Sigma joined via phone.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

There were late communications handed out regarding the McCartney concert as well as an updated board roster.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY LEAH WEYCKER TO APPROVE THE AGENDA AS MODIFIED. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. WELCOME TO THE BOARD – KEITH LUCIUS – VILLAGE OF ASHWAUBENON APPOINTEE

Mr. Lucius introduced himself as the Assistant Superintendent/Chief Financial Officer for the Ashwaubenon School District and serves on other committees as a citizen representative for the Village of Ashwaubenon. Mr. Webb welcomed him to the Board.

6. REQUEST FOR APPROVAL OF THE MINUTES – APRIL 22, 2019

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY SEN. COWLES TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. COMMUNICATIONS

A. Letter from City of Green Bay Withdrawing Request for Shipyard Grant Award

Mr. Webb explained the City admitted they cannot meet the requirements of the grant and therefore they withdrew their request in May. He met with the City and went over some preliminary documents and will discuss another grant request with them which they will bring back to the Board. As of right now, the grant for \$500,000 is canceled and they are working on

another request. Chair Lamine asked if they submitted anything yet. Mr. Webb said they have but it was preliminary and the staff is going through their process of meeting with them and posing some questions for them. They were not yet ready to present their request because there are too many variables at this time and there is no rush to present.

B. Late Communications (if any)

Email from Brad Toll Regarding the Paul McCartney Concert.

Mr. Toll thanked the Board for their role in bringing Sir Paul to Lambeau Field and reporting it was a great event for the area. Mr. Webb also reported on the results of the ticket tax. The District got \$280,000 from the ticket tax portion which was the 5 percent. That will be added to the funds available next month and the District will finally have their heads above water again. Overall, he's heard nothing but positive results from people about the concert. He will report on the parking amount received soon.

Chair Lamine said he heard the encore from his house. Others reported it was an amazing concert. Ms. Weycker said it was a very positive experience and he played for 3.5 hours without taking a break.

Mr. Popkey reported that from the Team's perspective there was the same feedback. Operationally it went well and the field manager said it was the best process for concert setup so far. The field stood up and there was very minimal damage.

Ms. Weycker added that she heard there were zero arrests and zero expulsions.

Ms. Johnson asked about the field and who manages the process. Mr. Popkey said the Team's maintenance and field crew work hand in hand with the crew for the band. Also a lot of work goes on ahead of time.

Chair Lamine asked if they had more time for setup for this concert. Mr. Popkey said he thought the load-in was roughly the same but they had a little more time on the front end and they try to minimize how much time the equipment is on the field. It gets better each time and with the loading dock project going on it was different but it all came together.

Chair Lamine thanked the Team for their efforts to put on such a great event.

Mr. Popkey said they will have to do some seeding but he feels better; they'll be more ready for Family Night after this concert.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY MARGARET JENSEN TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

8. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Webb stated the fund shows a balance through May. Comparing revenue from the Ken Chesney concert of \$300,000 and the Billy Joel concert of approximately \$236,000 to the

\$280,000 plus parking from the McCartney concert, this will probably be the most successful concert so far.

He reported the balance is now \$633,000 with the addition of the \$500,000 from the canceled grant and adding \$300,000 from the concert. He said more requests will be coming and they will still have to work with the City on their project.

Sen. Cowles asked if the District is committed to the \$500,000 for the City. Mr. Webb said they aren't and will start from scratch but don't have to make a decision based on the past practice.

Ms. Johnson asked if they indicated they are again asking for the \$500,000. Mr. Webb said they did. He feels they probably won't get that but the project is also different.

B. Funding Request – Neville Public Museum Foundation

Mr. Webb mentioned this is a very detailed request for their Guns & Gowns and Amazing Dinosaurs Exhibits. He said they looked at the benchmarks compared to what the District's benchmarks are. The room nights are well above as well as the economic impact. The grant request is below the maximum the District looks for on an event. He feels that overall the staff sees this as a nice event. He stated he was at Brown County at the time they had the initial dinosaurs and it was very successful. He said that Mr. Kuehl was actually the interim museum director at one time and said the other exhibit has some really nice back of the house stuff that they will be bringing out to the main area. Mr. Kuehl said he always claimed the best stuff is in the back at the Museum.

Mr. Webb said there were representatives from the museum if the Board had additional questions.

Ms. Huntowski, the director of the foundation gave a presentation. She reported they are redoing the main gallery which hasn't been updated since 1983. This area is where the local school children take field trips. This begins in July and to help make sure they keep attendance up they will be creating a cool blockbuster, one of a kind exhibit with their internal artifacts. They will also bring in a rental exhibit – Amazing Dinosaurs to help kickoff the grand opening of this newly renovated gallery.

She reported the Packers came on very early with the renovated gallery to help make sure it goes really well and it will be something the community will be very proud of. In the meantime they wanted to make sure they stay at the higher attendance which was over 50,000 people last year. Their goal from July through June of next year is to keep that number where it is and they hope overall attendance will increase once they open the main gallery and Amazing Dinosaurs comes into play.

She reported they won two huge awards for their last internally created exhibit "Delay of Game". One was a national award and the other a state award. The Guns & Gowns exhibit will be as high quality or even better than a lot of the rentals.

Ms. Lemke agreed with Ms. Huntowski that it is an exciting time at the Neville. She reported that they are so lucky to have storage on site at the museum and the team has really gelled together and she challenges them to use the pieces in storage. They had done a pilot program two years ago which was very labor intensive but very successful. She suggested it be turned into a first floor gallery show and they know the patrons and donors want to see local history and they've

been trying to do that in the gallery. This exhibit fills that criteria. There will be 20 gowns featured from the collection and one is from the Civil War and is in the Twin Cities going through conservation. It is an early 1860's gown that tells an amazing story. They will likely borrow one gown from Mount Mary College in Milwaukee as well that will cross over from the 1860's to the 1970s'.

She added there will be 40-45 different firearms exhibited and they are only borrowing two. The bulk of the artifacts and storyline are created internally with things that are held within the people's trust and the people's collection.

The dinosaur collection is rented and it is a great blend of history, science and art. It is something that the museum doesn't have in its collection. They have Ice Age collections which they have utilized and will continue to do so.

The collection is coming from Michigan and will run from Memorial Day to Halloween 2020. Then the gallery will be changed over to Holiday Memories of Downtown Green Bay which is popular.

They are asking for funds from the District to help support the community and area schools to offer a robust field trip program. Ms. Jensen asked if funds have been secured from other sources. Ms. Huntowski answered they have support pending but already have some from the Schneider foundation and they have asked others. One of the challenges is they will also do a capital campaign at the same time which is usually only done once every 20 years.

Mr. Webb said they asked if the District was interested in the capital campaign but said they would prefer to contribute funds to an event.

Ms. Johnson said this was super impressive and she's happy their ticketing system allows them to capture the zip code of every visitor which is an awesome way to track the economic impact on tourism in the area. She said they are doing a great job.

Chair Lamine asked about the timeline. Ms. Huntowski said they started writing labels and sent the dress out as already reported. None of the other stuff has been built or printed but all the other content is ready to go. He asked if they had a backup plan. Ms. Huntowski said there are other asks out and they've been very supportive in the past. Chair Lamine said they have come up with a creative way to fill their little gap and agrees there are incredible artifacts in the back which he has seen on a backstage tour.

Ms. Huntowski offered a tour to other board members.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY BILL GALVIN TO APPROVE THE NEVILLE PUBLIC MUSEUM FOUNDATION'S GRANT REQUEST IN THE AMOUNT OF \$25,000 FOR THE TWO EXHIBITS PRESENTED. Vote taken. MOTION CARRIED UNANIMOUSLY.

Sen. Cowles asked what happens to the Packers' Delay of Game exhibit once it is broken down. Ms. Lemke answered that some of it will go to the Brown County Airport for display. Some of the graphics panels from the Brown County exhibit will also live on at the airport.

She said they interviewed another 15 people to capture content on the Hometown Advantage exhibit and their stories will continue on.

Sen. Cowles asked if this display could be shared with Milwaukee and other cities around the state. Ms. Huntowski said they've been asked about traveling the exhibits and they will think about it going forward.

C. Concert Update – was covered under late communications.

9. RESOLUTION OF RECOGNITION – KENNETH GOLOMSKI

Mr. Webb acknowledged Mr. Golomski's many years of service on the Board and said they like to recognize all past board members with such resolutions.

A MOTION WAS MADE BY BILL GALVIN AND SECONDED BY SEN. COWLES TO APPROVE THE RESOLUTION OF RECOGNITION FOR KENNETH GOLOMSKI. Vote was taken. MOTION CARRIED UNANIMOUSLY.

10. APRIL AND MAY 2019 FINANCIAL REPORTS

Mr. Webb reported that user fees will be more than anticipated in the budget. He hopes to have that settled by the end of June and get a good number on the report. Other than that everything else is pretty much according to budget.. There were no questions.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY SEN. COWLES TO APPROVE THE FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

11. DIRECTOR'S REPORT

Mr. Webb reported on the Special Revenue Fund. He said there's not much changed. He reported that the 8257 Fund is the money the District escrowed for the Team for future draws of approximately \$4 million each year. It is invested in government bonds and has earned about \$1.5 million in interest each year. The \$4 million currently in the O&M Fund is a result of the January 1 payment from the 8257 Fund.

The Special Events and Economic Development Fund was reported on previously.

Mr. Webb reported the District User Fee amount is \$13 million which is \$2 million less than the end of the year because they paid the Team for the lighting project and they are waiting for a draw request on the new security building. That is budgeted at \$6 million.

Mr. Webb reported he and Mr. Kuehl had a meeting with Sigma a week prior. They discussed the latest aspects of the transition. They updated a few procedures for them and highlighted some of the changes that took place and gave them a roadmap of what they are doing in the future to make the transition work. They went over the District's file records and had a very productive meeting for a couple hours. He feels it made it easier in working through this transition if someone would have to take over. Chair Lamine asked about agenda item D – Other Work Process Flows to be Developed. He wondered what kind of schedule that was on. Mr. Kuehl said he hopes to have all the work process flows completed

by the end of the year. After that they should have all their major functions documented. He stated that the work flow itself has accompanying narrative that explains how things are done. He said they will review these in considerable detail with Sigma at meetings and walk them through the process.

Mr. Webb reported that there were \$3,800 in brick and tile sales for March and \$2,800 for April which puts sales at about \$15,000 for the first third of the year and the budget is about \$50,000 but December sort of counts as two months. He feels they are on budget.

Mr. Webb reported on the future meeting dates.

There were no other matters for the Director's Report.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY SEN. COWLES TO APPROVE THE DIRECTORS REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

12. OTHER MATTERS AUTHORIZED BY LAW

Ms. Jensen asked about the museum grant. She wondered if there were dates they would have to adhere to. Mr. Webb said they will put something in the grant agreement. Mr. Kuehl said they always state the award amount, the dates of the event or project, and the requirement that there be a post-event report that gives all the results of the event to compare to the projected numbers. Mr. Webb said that there's only been one grant that was a problem regarding that and it really shouldn't have been a problem. Mr. Kuehl said the problem was more with the actors than the grant and Mr. Webb said there was a date in that grant.

Sen. Cowles wondered about the potential for more grants. Mr. Webb said Ashwaubenon contacted him but he didn't have any details. He thinks it has to do with some potential overruns at the baseball stadium. He feels that after Green Bay's grant request that things will get back to following the District's guidelines rather than getting carried away with funding local projects.

Sen. Cowles asked if they could get an update on Bay Beach and the Brown County Fairgrounds for the next meeting. Mr. Webb agreed he could bring an update on Bay Beach but the District's portions for Bay Beach and the Fairgrounds was for engineering and a study. They've spent the District's money already and aren't involved in anything in the future. If they want more money for something they'd have to request again to become a donor. Mr. Galvin feels the Bay Beach project is pretty well covered.

Sen. Cowles asked if the City is covered. Mr. Galvin said the City bonded for everything and they will be paying the interest until a certain year and then the revenue the beach generates and the Friends of the Bay Beach will cover everything from there. Mr. Webb said that the fairgrounds study didn't list the District as a potential donor. He feels they've done a lot for the County and they could take the District off their donor list for a little bit. Sen. Cowles said the money given the County is pretty proportional with the City. Mr. Webb said the City didn't get the Shipyard grant and therefore they are way behind in grants from the District.

Chair Lamine asked if there'd be some value in a facility tour for the new Board members. Mr. Webb said they could do that at the next meeting. Mr. Popkey said the loading dock and concession stands could also be viewed at the August meeting.

Mr. Webb said they would set up the tour and probably start the meeting a little earlier.

There were no other matters.

11. MOTION TO ADJOURN

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEITH LUCIUS TO ADJOURN THE MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at approximately 4:15 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist