

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 28, 2021** at 2:00 p.m.

PRESENT: Chuck Lamine, Leah Weycker, Keith Lucius, Mark Graul, Sen. Cowles (via phone) and Bill Galvin.

EXCUSED: Kristen Johnson, Greg Kuehl

ALSO PRESENT: Pat Webb, Bill Vande Castle, Brian Dworak, Joel Everts, and Aaron Popkey

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 2:03 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Ms. Johnson who was excused.

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 LEAH WEYCKER TO APPROVE THE AGENDA. A vote was taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES – MARCH 22, 2021

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

Chair Lamine complimented Ms. Roskom regarding the quality and accuracy of the minutes which is especially helpful now that the meetings are held quarterly.

6. LATE COMMUNICATIONS

There were no late communications.

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Webb presented the fund statement showing the \$748,000 balance as of May 31. This amount has to get the District to 2031. As you can see from the article to follow, the Notre Dame game at Lambeau has been rescheduled to 2026. The District could have really used the funds earlier. The District had some discussions with the Team about a concert in 2021 and a contribution the District could make for the 2024 NFL draft. They would be willing to rebate the District's share of any revenue from a concert with the idea that the draft in Green Bay would

be a huge economic impact. So far, it doesn't look like there's a concert in the works for 2021. Mr. Popkey agreed there wouldn't be a concert in 2021. Mr. Webb said they would continue to work with the Team to see what kind of contribution they can make. There certainly isn't enough in the fund now to contribute. Chair Lamine asked about the process of booking a concert and knowing they would be looking now for 2022, was the Team looking yet. Mr. Popkey mentioned the projects wouldn't be substantial enough to prohibit booking a concert. The ongoing concourse work would be converting to grab and go concessions and they are still focusing on getting a concert in that window. He mentioned it was safe to stay they have a standing effort to get a concert and they are always in touch with the big promoters with artists interesting in doing stadium shows. He stated they are getting better at hosting shows but they realize there's always a chance of damage to the field and they would need to get the field back into shape for Family Night. Unless there is a football game like in 2026 they are always looking for concerts.

Chair Lamine said that was good to hear. Mr. Lucius asked about the chance of having more than one concert. Mr. Popkey said there's always a chance to hold two concerts in a couple of days using the existing infrastructure. Mr. Webb said they'd love to hold a concert Friday night and then again on Sunday afternoon.

B. Future Events:

- Packers Article RE: Rescheduled Notre Dame Game

C. Post Event Information – WAMO (Wisconsin Amusement & Music Operators) State Dart Tournament

Mr. Webb stated the CVB managed to host an event during the Covid restrictions and did a good job hitting the numbers projected. Mr. Everts agreed and they were happy to hold the event. In March, right when Covid hit they had to send the basketball teams home and the WAMO pool event was also canceled. The CVB worked with the health department to make sure the dart tournament happened, and it was held in the new Resch Expo Center. He reported it was a great event and one of the first events held in all three halls. They had space for 240 dart boards and it was an impressive sight. The event had a good economic impact on the area with room nights and there were no major service issues reported.

Mr. Everts explained that some of the dart leagues at the bars didn't take place because of Covid, but the dart teams that qualified for the 2020 event also qualified for 2021. He added that in 2018 they used the Resch Center floor because the roof collapsed at the Brown County arena. They feel they did a great job with these tournaments, considering the challenges they faced.

The contract with the District and WAMO was a 2-year agreement to receive \$5,000 and \$10,000 in 2018 and 2021, respectively. The CVB plans to renegotiate their contract with PMI with the new building and rental structures and will look to receive grants from the District in the future.

Mr. Webb said the District doesn't really know where they stand with grants in the near future. Mr. Lucius added that these events are held at a great time when nothing else happens in Green Bay. Mr. Webb agreed and said it was a great event.

8. MARCH, APRIL, MAY 2021 FINANCIAL REPORTS

Mr. Webb mentioned the only thing that is different than the budget is that a lot more fans turned in their tickets than planned. He said he budgeted \$350,000 refunds and this year's refunds were \$700,000. It's hard to budget for and this could be a culmination of a couple years. He will keep watching this. Other than that, everything is still tracking on budget.

There were no other questions on the financials.

A MOTION WAS MADE BY LEAH WEYCKER AND SECONDED BY KEITH LUCIUS TO APPROVE THE FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

9. DIRECTOR'S REPORT

Mr. Webb discussed the Special Revenue Fund. He mentioned there was nothing out of the ordinary. The \$49 million in the 8257 Fund is mostly money in the escrow account. The \$5.3 million in the O&M Fund is from the beginning of the year transfer of \$5.0 million from the 8257 Fund to the O&M Fund plus a small amount of ticket revenue the District received from the two post-season games with the limited capacity - approximately \$250,000 plus the \$5 million from the 8257 Fund which leaves it with the \$5.3 million. The statement says the District has \$853,000 in the Economic Development Fund but that doesn't include some of the items that needs to be paid out. There is \$748,000 available in that account.

As far as the Capital Projects Fund, Mr. Webb stated the District paid out the \$6 million to the Packers so they were down to about \$2.2 million. They took in about \$550,000 of additional User Fee money so far. They are still processing those and he feels there will be another few hundred thousand coming in. The District could be right around \$3 million in this account. The Board in the past said they wanted to maintain \$2 million in that account in case there's ever anything they wanted to do. If the Packers had a smaller \$1 million project, they could request it. This money could only be used for capital improvements and the District would have to evaluate that if that was something they wanted to use the funds for.

There were no questions on the User Fee Fund.

Mr. Webb presented the first quarter maintenance monitoring report from the Team. He explained that the District has three prongs for maintenance monitoring of Lambeau Field. One are these quarterly reports, another is the game day/event reviews, and the other is the annual assessment done by Sigma that comes in and evaluates all the structural elements of the stadium and gives a report in December. This report is just one aspect of the maintenance monitoring. The highlights of this report are that the Team completed 158 demand maintenance and 453 preventative work orders. They focused on readying the stadium for the playoff games and getting ready for the upcoming season. They kind of do their own Sigma-type audit. They supply graphs showing the breakdown of the maintenance as well. The report also includes the progress they've made on observations made on Sigma's report from last year.

Chair Lamine asked if there were things from a maintenance perspective because of Covid they couldn't do or if they had more things to do because of Covid. Mr. Webb said he wasn't sure but could check on that. He feels that without fans in the stadium they may have been able to get more things done. Mr. Popkey feels the wear and tear on the stadium may have been limited and feels they have made some adjustments in maintenance due to this.

Mr. Webb reported on the brick and tile sales. The sales were at \$21,000 after five months. They've averaged a little over \$4,000 a month which is pretty good when you consider that \$5,000 is what they'd like to hit; however, December really counts as two months. Last year they hit \$14,000 in December. If December of this year is anywhere near that they should hit the budgeted amount of \$60,000.

Mr. Webb presented the statistics of the program's sales from the year and the cumulative statistics from 2003 to present. He stated that 2020 was the last year the District actively marketed tiles. They've run out of wall space around the exterior of Lambeau Field. There is a bit of space left for special order circumstances. This has affected the sales a bit because only 35% of the 2020 sales were tiles – but tile sales were 40% of total sales lifetime to date. He's hoping this doesn't affect sales too much and fans will just buy bricks instead. He pointed out some interesting statistics – 53% of sales came from Wisconsin, etc. Overall, this has been a very successful program and the District couldn't continue to do this without the Team paying for installation. This is one of the programs the Team has been behind from the beginning and it was a favorite of Bob Harlan when the District started this and he purchased several tiles in the first section inside the atrium. He was instrumental in having the Team being cooperative from the beginning and they continue to do so now.

Chair Lamine stated that the quality of the products installed at Lambeau is superior and mentioned some of the other brick and tile installations in the area don't look as nice. Mr. Webb agreed and mentioned that Ms. Roskom monitors the appearance of the bricks and tiles and chipped or damaged ones are regularly replaced. Mr. Webb has been to other facilities like St. Louis and their installations are bad and some of the local ones aren't the best either. He feels the laser engraving used in our installation is superior to others. Ms. Weycker asked what would happen if someone would purchase a brick now. Mr. Webb said they are still selling bricks just not tiles. They have plenty of room for bricks and will probably never sell out the brick walkway space. They've only run out of exterior wall space for tiles.

Mr. Graul asked if they will stay in place forever. Mr. Webb said they are guaranteed to remain in place for 15 years. They moved some of the tiles out of the atrium to sections outside during a construction phase and there were some complaints about that, but the District doesn't want to be in a position where someone purchases a brick and it is removed soon after.

Mr. Webb discussed Independent Monitor Report. He handed out a sheet detailing the background of the targeted business participation and workforce diversity goals.

The District's enabling legislation (1999 Wisconsin Act 167) established targeted business participation and workforce diversity goals to be met by the Stadium District; the District passed these requirements to the Packers as part of the Lambeau Field Lease.

- Goals apply to contracts for construction, renovation and professional services related to the construction of football stadium facilities.
- Legislation extended goals to post-construction for insurance funded repair work and contracts related to stadium facilities for management of the facilities, professional services and development services (goals do not apply to maintenance services provided by a political subdivision).
- Legislation required the hiring of a project coordinator and independent monitor.
- AFF Research LLC serves as the project coordinator for the Packers and provides outreach to contractors and collects data to report on the results of targeted business participation and workforce diversity efforts.

- Cross Management Services, Inc. works for the District and reviews and verifies data reported by AFF Research LLC and provides an annual report to the District. Current report is for the post-construction period 2004 – 2019; a separate report was provided for the redevelopment project completed in 2003.

Mr. Webb further explained that targeted business participation is measured based on the amount paid to contractors and workforce diversity is measured based on hours worked by new hires. The following goals apply to both targeted business participation and workforce diversity:

- Minority (MBE)15%
- Women (WBE)5%
- Disabled Veteran (DVB) 1% (added by legislation in 2014 with monitoring beginning in 2015)
- Combined goal of 21%

Mr. Webb explained the overall findings (cumulative for post-construction period January 2004 through December 2019):

- Combined business participation in construction and operations and maintenance, as shown in Graphs 1 and 2, reveals payments of over \$73.2 million to targeted businesses (23.1% to MBE/WBE firms and 1.3% to DVB firms). Business participation exceeded the 21% combined goal.
- Combined workforce participation in construction and operations and maintenance as shown in Graph 3 was 57.3% women, minority and disabled veteran and was in excess of 1.3 million hours. Workforce participation exceeded the 21% combined goal.

Independent Monitor Observations:

- While minority business participation in operations and maintenance has improved in recent years, the combined goals are met largely due to WBE participation of 33.3% while MBE participation is 9.9%. Independent monitor suggests focus on achieving better results for MBE participation. (Note: District staff believes this is due to local demographics and decision to give priority to Brown County firms.)

Mr. Webb reported on the remaining meeting dates which are scheduled September 27 and December 13, 2021. Chair Lamine asked if it would be possible to hold the September meeting in the Titledown District to see the progress made in that area and even an update on Titledown Tech. He realizes the area is not under the District's domain, but it is certainly a byproduct of the stadium. Mr. Popkey thought it would be possible to tour the area and he will discuss further with Mr. Webb.

Mr. Webb mentioned they will also try to hold the December meeting at the Resch Expo Hall and will work with PMI on that request.

In other matters, Mr. Webb reported that Mr. Kuehl is phasing out of the District operations by the end of the year. He plans to retire January 1, 2022. Mr. Webb has encouraged the Team to look at renegotiating the Lease before Mr. Kuehl's departure because he's a wealth of knowledge.

He said everything else will be part of the transition plan with Sigma. Mr. Webb has agreed to stay on at least until June of 2022. One of the issues was that when they did the transition study they didn't

contemplate just one of them leaving. He plans to stay on until June of 2022 and work through the transition and will see if there's still a role for him if Sigma would be willing to arrange that. However, he doesn't want to increase his hours by taking on Greg's responsibilities and he would bow out if that would be the case. He explained that the transition product that was set up will work. All three staff members have all been with the District since its inception with 20 some years of experience. Ms. Roskom would stay on regardless of what Mr. Webb plans to do. He thought the easiest way would be to have six months without Mr. Kuehl here to determine the plan to go forward after that. Chair Lamine agreed there is a wealth of knowledge with Mr. Webb and Mr. Kuehl. Mr. Webb mentioned that Mr. Kuehl knows the Lease so well.

Mr. Graul asked about the Lease negotiation and what needs to be done. Mr. Webb said the Team has asked for a renegotiation. There is no requirement in the current Lease for that. Mr. Webb said the District doesn't have the funds to hire an attorney. The first lease negotiations were handled with a major law firm out of Milwaukee at a high cost the first time. A renegotiation would never be that high but with the wealth of knowledge it could be done internally between Mr. Webb and Mr. Kuehl.

Ms. Weycker asked if there was a deadline. Mr. Webb said there is a deadline of 2031, but the Packers can opt for five 2-year extensions under the same terms and conditions. There's no lease that expires until 2041. In 2031, all the District's contributions end. The ticket tax part of that will still continue. He explained there is no requirement to renegotiate the lease, but the Packers asked for it because they've made a substantial investment in the facility. He'd like to get this done by the end of the year. Sen. Cowles asked how they could encourage the lease discussions to happen. Mr. Webb said it's up to the Team and the City. He's talked to both parties and they are aware of the timeline.

Mr. Popkey said the Team is working toward having that discussion and are updating their thoughts and will be ready to engage shortly.

Chair Lamine asked Mr. Webb to re-introduce Mr. Dworak from Sigma. Mr. Webb explained that Mr. Czernicki retired and Mr. Dworak took over. He's from Kewaunee originally and worked for the Bradley Center and has an understanding of facilities. He has more of a finance background and he and Mr. Webb went over some financials today before the meeting.

Mr. Dworak stated that they will keep Mr. Webb on as long as he wants to stay and would be happy to fill any role to support the District. Chair Lamine personally feels this will be a huge loss. Mr. Webb reiterated that they want to transition to Sigma operations as smoothly as possible. Mr. Webb will continue to monitor everything especially the budget and the special events funds and the need to be very prudent with that money. He said Botanical Garden reached out to the District and he explained they are not in a position to help out at this time.

There were no other matters.

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

10. OTHER MATTERS AUTHORIZED BY LAW

Mr. Webb said there were no other matters other than to mention how enjoyable it was to have a meeting in person. He thanked everyone for coming and hoped they enjoyed the rest of the summer.

11. MOTION TO ADJOURN

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

The meeting adjourned at approximately 2:50 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist