

GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District Board was held on **Monday, March 28, 2022** at 2:00 p.m.

PRESENT: Chuck Lamine, Leah Weycker, Keith Lucius, Mark Graul, Kristen Johnson, and Sen. Cowles

EXCUSED: Bill Galvin and Bill Vande Castle

ALSO PRESENT: Pat Webb, Ken Kaszubowski, Brian Dworak, Beth Ulatowski, Diana Ellenbecher, Joanne Bungert, Chad Weininger, Ray Suennen, and media.

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Lamine at approximately 2:00 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Mr. Galvin who was excused, and Aaron Popkey joined via phone.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb handed out a page from an email he received detailing the special event funding requests.

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

5. REQUEST FOR APPROVAL OF THE MINUTES – DECEMBER 13, 2021

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

6. COMMUNICATIONS

A. February 14, 2022, *Green Bay Press-Gazette* Article “Lack of Support Ends Effort to Disband Lambeau Field Stadium District”

Mr. Webb reported that article explained the end of the effort to disband the District, and he feels the article speaks for itself.

B. “Murphy’s Law” Articles RE: Miller Park Economic Impact

Mr. Webb explained these articles deal with Miller Park – one dealing with the whole economic impact of stadiums and how to judge that. He thought it was interesting.

The second article deals with how they may need some additional funds from the taxpayers to continue operating Miller Park. One of the purposes of sharing this article is to explain the differences in the structures of the agreements of the two districts. Miller Park put away enough money to share in the expenses of the capital improvements of the stadium. This district is only obligated to the extent that we have funds available. Both the operations and maintenance account and capital improvements funds are based on what is available in the fund at the time the Team requests the money. This district is only on the hook currently for \$3 million of capital improvements because that's all that's in the account. Every year the District collects money based on a formula plus the ticket tax to determine how much is available for operations and maintenance. He wanted to explain the differences between the two districts and why our district is based on what's available vs a shared cost.

Mr. Graul asked about the legislation. The article mentioned that there was a meeting and there were some agreed to arrangements. Mr. Webb explained that Chair Lamine suggested in that meeting that the District put more information on our web page. We will be adding our audits and as soon as we get the scanner operational the whole agenda packet will be put on the web site. It wasn't about things that weren't available to the Board but things that will now be more available to the general public.

Chair Lamine added that the more conversations that took place it was understood that all the information was available but this would enable the public to attain the information themselves. He said that catching up and adding this information would take time but going forward it will hopefully just become part of the process. Mr. Webb said the big issue is that the larger agenda packets need to be scanned and they are working to get this done as soon as possible.

Sen. Cowles mentioned that even though this information will soon be available on line, it was always available upon asking. He knows he was able to get all the information he's ever asked for and nothing was ever off record. Mr. Webb agreed and said there was always transparency. Chair Lamine stated that anything that was included in the agenda packets was considered public

Ms. Johnson asked Mr. Webb if anybody has ever made any open records requests for this information. Mr. Webb said there were open records requests during the proposed legislation change and the district provided bank statements and other things to Steffens office. Prior to that we've had records requests for different things. The Team was involved in audits and we provided all kinds of information. Every time there was a request for information the District supplied it. Being part of government – that is just something that you do.

Ms. Weycher suggested that a statement be added to the website about requesting information that isn't available on line. Mr. Webb said they could also bring their laptops to meetings in the future once the agendas are on line.

Chair Lamine mentioned there is a book that was distributed to board members and there's a lot of really good information in it. He uses it when questions arise and if he can't answer them he would call Mr. Webb also. He encourages all the board members to make use of this as well.

Ms. Weycher printed out the email that was sent and left it behind. She asked if all three things will be dealt with on the website. Mr. Webb didn't have the email. He confirmed with Ms. Roskom that everything requested has been added to the website other than the agenda packet.

Mr. Webb said the audit reports were always readily available. Chair Lamine appreciates the efforts of everybody in putting this together.

He asked if there were any questions. There were none.

C. LATE COMMUNICATIONS (IF ANY)

There were no late communications.

A MOTION WAS MADE BY KEITH LUCIUS AND SECONDED BY SEN. COWLES TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. A vote was taken. MOTION CARRIED UNANIMOUSLY.

7. SPECIAL EVENTS & ECONOMIC DEVELOPMENT FUND UPDATE:

A. Detail of Special Events and Economic Development Fund

Mr. Webb presented the fund statement and stated there is \$687,000 available. This amount is the only discretionary funds the District has. They are the only funds that can be used for the District's general operations or for economic development activities in the community such as the WIAA tournament and various other things. When everybody talks about how much money the District has – the only money the District has that is discretionary is the \$687,000 plus \$100,000 annually for the sales tax that gets transferred from the escrow that was put away back in 2015. Chair Lamine stated that \$64,319 was tapped this year for District operations. Mr. Webb agreed and stated that there was some funds for economic development activity.

Ms. Weycker asked if the District will have \$80,000 at the end to work with. Mr. Webb said the \$80,000 is committed already and the \$687,000 is what's available now until we get additional funds.

Sen. Cowles asked about the \$64,000 for operations and if it would stay the same. Mr. Webb said it would be tapped for attorney costs and additional staff time for lease negotiations. He wasn't sure about staffing changes and costs incurred. He thinks staffing should get done with \$100,000 but he can't be sure.

Sen. Cowles asked about the requests for funding. Mr. Webb said these requests are for projects committed to them long ago. He said the Board could approve to fund all of them or none going forward. They could wait until 2025 to see what happens after that, or they can commit to the end of these contracts to assure the returning events that the funding commitments will be fulfilled. The worksheet says \$102,000 but there's really an additional \$5,000 needed for sure for the 2022 WIAA volleyball tournament. If the Board wants to commit to all the event funding it would be \$107,000 but it will come out past 2030. The Notre Dame football game is still coming to Lambeau. Mr. Popkey will also be talking about Item 7 B and he feels the Packers are committed to hosting special events every year which will help fill this coffer back up. He said the District is still recovering from giving \$1 million to the Resch Expo and then when the Notre Dame game that was cancelled due to Covid, the fund entered into a holding pattern. The four events that Discover Green Bay is looking for now are for events that the District has consistently funded. They are good events that have helped the community and, as Mr. Webb

mentioned earlier, the District has had a continuing commitment to those events. Ms. Ulatowski from Discover Green Bay is present if the Board has any questions about the events.

Mr. Lucius clarified that those events are funded over multiple years. Mr. Webb agreed the \$21,000 amount in 2023 is the \$15,000 for the WIAA tournament and \$6,000 for the Forest Lakes District event. There is also \$31,000 for WAMO Darts/Pool over multiple years and \$15,000 for the WIAA tournaments. They are all laid out there over various years.

Mr. Graul asked what the District Board needs to act on today. Mr. Webb said Discover Green Bay is asking for \$107,000 but the Board can approve whatever they feel is appropriate. Chair Lamine said the \$107,000 would be a multi-year commitment but drawn annually. Mr. Webb said they would be reported as committed but not spent on the fund detail to reserve the fund balance for those events. It's a way of putting money aside without spending it. Sen. Cowles clarified that these requests do not draw down the fund. Mr. Webb said it would draw it down but not the cash. The balance will be reduced by \$107,000 and they will have only \$580,000 remaining if you approve all the events till the end of their contracts. Sen. Cowles asked about the next event in the bowl. Mr. Webb said Mr. Popkey was going to talk about a potential event this summer. However, the Team would like to use the proceeds towards the NFL Draft. He explained it would bring some good economic impact to the community and the draft would be a huge economic impact. The District wants to keep events here for the community to fulfill its mission of economic development. If the District can make the dollars work that's what they try to do. Mr. Graul asked if they needed to go in order for requests for the draft funds and other events. Mr. Webb agreed they are different requests but somebody jumped ahead and he wanted to answer those questions.

Chair Lamine said it might make it easier for the discussion on Item 7C after the discussion on Item 7B. Mr. Webb and the Board agreed.

B. Request for Funds for NFL Draft

Mr. Webb said the Team is trying to secure the draft party that takes place at the end of April. They were hoping to get it here for 2024 but as of today it went to Detroit. The Team would like to see a commitment by as many local community organizations as possible to indicate to the NFL that this community is 100 percent behind getting the draft here. We are one of the community organizations they would like to see commit to the draft. The District's way of committing to that is giving the Team ticket tax on an event. Mr. Popkey will explain that if they are able to hold an event here in the summer, he would like the Board to commit to using those funds toward the draft for 2025 or 2026. Mr. Webb said if it goes beyond those years he would reconsider the use of the funds because he doesn't want to tie up those funds for too long. He would like to use those funds for other purposes if the draft doesn't happen. However, he doesn't feel there would be any other event that would benefit the community as much as the draft.

Mr. Popkey said the Mr. Webb laid out the Team's proposal as he would have for the draft funds request. Mr. Popkey appreciated the opportunity to present this to the Board. He said Mr. Murphy spoke about being confident enough and optimistic that Green Bay will have an opportunity to host the draft. Discover Green Bay has also put out some statements about it's not a matter of being chosen but when. He said the impact would be \$90 million which is tremendous and it is very exciting to think of that coming to the area sooner rather than later. With respect to the community's commitment, the District's special events funds is a key aspect

to a number of things, but the Team feels they want to reiterate the commitment to hosting the event. It's concerts, football games, and other types of events and he feels confident that after moving past covid that these opportunities will be on the horizon soon. As Mr. Webb referenced, along those lines, the Team feels very confident that they will host a major event yet this year. Details are still being finalized but the Team is excited and he asked everyone to stay tuned. With that event, the ticket tax that comes in would go into the fund and that fund will continue to be boosted with more events. With respect to this item on the agenda and the news about the draft, the Team will continue to work with the NFL to get the draft here. There's a large amount of information that gets relayed and put together for this process. They will continue to have a dialogue with the NFL and they've learned they need to continue to have a dialogue. They've been discussing the commitment of the community and part of that commitment is the financial commitment and of course the Packers will be leading that with a significant amount of money to go toward the hard costs of putting on an event like this. They've been working with other supporters in the community which is a silent phase right now. They felt this summer event is exactly the type of event that would be appropriate for the economic development fund to support with the ticket tax that comes in. This would show the wide support of the community for bringing the draft here. The ticket tax would be another piece that would demonstrate that. The Team feels very confident they will get this event to come to Lambeau and it would be very supportive to have the Board earmark that ticket tax money and put that right toward the community's bid to secure the draft. He asked the Board to consider this. With respect to that event, they are hopefully going to put out more information in the very near future.

Ms. Ulatowski of Discover Green Bay stated they worked really closely with the Packers to put together the bid for the 2022 Draft and will continue to do so. It was disappointing to hear that Detroit won the bid for 2024. Hosting a draft costs money and they are in full support of doing whatever they can to bring the draft to Green Bay. It would be one of the largest events to take place in Wisconsin. She wanted to make the Board aware of the fact that they will continue to work on getting the draft here.

Mr. Webb asked about the \$90 million of economic impact the draft would bring to the area. He wanted to know how that amount compares to other events. She offered to look back at those numbers. She said the setup to the event would be a month or so and that would affect the impact as well. Not to mention the amazing exposure Green Bay would get.

Mr. Graul asked if the Board would earmark these dollars how much would that amount be and what would it be used for. Mr. Popkey answered that the dollars are yet to be determined and it's a major event. All the details are still being finalized but it would be significant dollars – well into the six figures. The concerts and games have been anywhere from \$200,000 - \$300,000. Mr. Webb added that the McCartney concert generated about \$300,000 and the LSU game was \$1 million. The Chesney concert ticket tax was \$200,000 and Billy Joel was \$236,000. These amounts are in the summary. The Packers charged the full 10 percent ticket tax for those events and the Stadium District gets half of that. Mr. Popkey agreed that the amount will be determined but should be in that range of the concerts. He feels that would be another great show of community support for the draft. He also feels the District's fund will grow again with future major events in the stadium. The ultimate commitment from the fund will be discussed further.

Mr. Graul asked Mr. Popkey what the funds would be used for. Mr. Popkey said there are a number of hard costs that go into the draft. These funds would go into that pool of costs for

putting on the draft – security, labor, etc. It would be similar to a major event like a festival or convention.

Sen. Cowles asked about the timing of the Board's commitment. Mr. Popkey said he appreciated the opportunity to discuss this at meetings. He feels the upcoming meeting in June should give more clarity on the upcoming event. At that time they could put together the more formal ask for funds. Ms. Ulatowski agreed that the June timing would be fine. Mr. Webb asked Mr. Popkey if he would agree that the funds request was only for the 2025 or 2026 draft to limit the exposure of the District. Mr. Popkey agreed the District shouldn't be expected to hold the funds longer than that. He also reiterated that there will most likely be events held in the bowl annually to help replenish the District's fund.

Mr. Lucius asked if there were any legal concerns about setting up separate funding and committing a significant amount for the draft. He also stated he does support the draft. Mr. Webb said the District was created to be the landlord of Lambeau Field, but economic development has been the core of the District's mission.

Ms. Weycker asked if the draft would be in lieu of an event at the stadium. Mr. Webb said the draft would be in April. Mr. Popkey said that would remain to be seen as far as how it lines up with other events. The draft itself would be a tremendous undertaking and the Team sees it as the most significant event the community has ever held and would be much greater than any other event that takes place that year. Mr. Webb mentioned that if it happened in 2026 the Notre Dame Badgers football game would still take place in the fall. If there would be a concert scheduled for 2025 they certainly wouldn't back out of holding both events that year. Mr. Popkey said their goal is to have one major event a year but if the draft is scheduled to take place on a year there wasn't another event, that could be considered that one major event.

Ms. Weycker said the ask for the draft would be the full 10 percent and would limit the funds of the District to provide funding for other events. Mr. Webb said the draft would have an economic impact of \$90 million. Ms. Weycker said that would only be one event. Mr. Webb explained that there is an economic impact of \$15 million for a Packer game and bring it forward for inflation based on the fact that is a fairly old study and say it's \$20 million – the draft event would be like four football games. It is beyond comprehension what the economic impact will be. Since the area will never be able to host a Super Bowl, this is the next best thing this community could get.

Chair Lamine asked what facilities they would see showcased as part of hosting the draft. Mr. Popkey asked which ones would we not showcase. It's a big event. Mr. Popkey said the campus they envision would encompass the stadium and going west to Titledown and east to the Resch Center and beyond that. They talked about downtown and City Deck, etc. There will be lots of spillover events. In regards to the draft taking place in lieu of a stadium event, the fund is used to attract economic impact events, and he agrees with Mr. Webb that this event would accomplish that and then some. It would be a huge economic impact. Ms. Weycker asked how long the event goes. She asked about the weekend rate. Ms. Ulatowski said that many people come to town a month in advance for the draft. They are here for much longer than a weekend. She estimated the smallest amount of days would be seven for a small group of people. The majority would be here a month or six weeks. Mr. Webb said that would be the people putting together the event. Ms. Ulatowski agreed. The rooms in Green Bay would be used primarily for the NFL. They are able to do this and they have the rooms. It is a big event and she can't

even begin to stress what an amazing event this would be for Green Bay and Wisconsin with the exposure and notoriety.

Ms. Johnson asked if the Board needed to make a decision now or if it would be discussed in June. Mr. Webb said they didn't know until today that the 2024 draft was not coming here. They will address this once they know what the event is that's coming here in summer. They can cap the amount they give for the draft. The motion is up to the Board as to what you wanted to do. You could also ask them to come back once the event is finalized. Mr. Webb feels Mr. Popkey wants to get the Board's support for having the draft here and the sooner the District gives that to them the sooner they can communicate that to the NFL. Chair Lamine asked when the NFL makes their decision for the 2025 and 2026 draft. Mr. Popkey said it wouldn't be soon so the June discussion makes sense unless they were to come back and say they would make these decisions in the next few months. He feels for the Team's purposes, knowing they didn't get 2024 but are still in the mix for subsequent years, it's good to line up these commitments. Ms. Johnson feels more comfortable waiting until June when they get more information. She feels the entire Board is in support of hosting the draft and it's part of their mission. They don't have enough information now, and the District's fund is really struggling because of Covid and not having many events. She feels they need more information and time to think about it.

Ms. Weycker wanted to make a motion that the Board fully supports the draft and would look at making a more final financial commitment when more information becomes available.

Sen. Cowles wanted to mention that they just found out they lost the 2024 draft and asked if there's a reason they didn't win that bid and why the Team didn't solicit the Board for money for the 2024 draft. Mr. Webb reminded the Board that he told the Team if they had an event in 2021 he'd be happy to bring that request for funds to the Board, but an event never took place. This was discussed at a meeting with the Team in early 2021, but they never came up with an event and that's why it wasn't discussed at a Board meeting. Sen. Cowles agreed to wait until the next Board meeting to decide and mentioned the diminishing budget and other requests for funds. He wants more information on the upcoming event. Mr. Webb said that would be fine now that the 2024 draft is gone.

Mr. Lucius would support doing this right now because it is a signature event for the area to show the nation what Green Bay has to offer. He wanted to support it to get the draft for 2025 or 2026.

Chair Lamine said he likes win-win situations and he admitted he looks at this as a signature event in terms of what we would be able to draw to the City of Green Bay. It would showcase our unique story in the NFL. The opportunity to put that out there nationally is huge. He could wait for a decision or decide now. The one thing worth discussing more would be the concerts and the concern about the turf and what may happen during concerts. The Packers have renewed interest in holding concerts and they have to commit to annual events because it has been proven successful. He asked Mr. Popkey to expand on their commitment to holding annual events. Mr. Popkey reaffirmed their commitment to going after shows every year. They've demonstrated the ability to hold these events and now have dialogue with promoters and feel confident they will have more shows at Lambeau Field.

Mr. Webb added another point. He mentioned that if the Board commits now that gives the Packers incentive to hold an event this summer. Maybe that won't make a difference and they are far enough along to have the event but whatever incentive the Board gives them to have an

event in the bowl may help. Chair Lamine added that if they don't have an event there are no funds to commit. He asked if there is some value in getting word out to the NFL earlier rather than later as to additional significant support from the community by way of the Stadium District. Mr. Popkey thinks that as they continue their discussions that are taking place right now at the annual meetings in terms of showing that commitment. The Team is reminding them that everything has been set in place and any further commitment they can state now is certainly helpful. Even the positive discussion today is a move in that direction. He feels that even if the summer event doesn't take place at least they have started discussions with the Stadium District Board. The Packers' ask today is tied to the summer event being held and hopefully that reaffirms that the intent was there. If there's some motion today to express that commitment, if there is an event, those types of things would be helpful with the NFL event. It all works together.

Mr. Lucius asked the Board why there were hesitant. He stated if the event was held they could commit the funds – if it wasn't held there would be no commitment of funds.

Mr. Graul stated that if the Packers were here asking for \$500,000 for the draft, he would approve it. However, they are asking for an undisclosed amount for an undisclosed purpose at an undisclosed time. He thinks the community is all in for the draft but if the Team comes back in June he doesn't think the Board will commit an undisclosed amount of money for an undisclosed amount of time for an undisclosed date of an event – he's not sure how that moves the needle. He thinks the District needs specific amounts and details even if it's just for planning purposes. He feels committing themselves to something that doesn't yet exist doesn't seem prudent. Ms. Johnson agrees and would echo what they've talked about in the past. Part of her struggle is they don't know what the summer event is and how much money it will be bringing in to the community and they also don't know what the others financial commitments are. They are in support of the draft coming to the city but want to make sure they have money to continue supporting other events and continue operating as they fought to do. She feels they are up against a rock and a hard place. They don't want to appear they are not supportive of the draft, because they are, but want to maintain some funds to continue on.

Ms. Weycker did some math on the request that's before the Board on the agenda. It looks like 15 days worth of hotel rooms for \$107,000. She's like to hear what numbers the Team is talking about for the draft and the amount the District would be giving. If they are willing to give \$107,000 for 15 days of hotel nights, it's hard to give to the draft without knowing the numbers. It kinds of feels like when the District donated ticket tax for a concert. Mr. Webb said they gave 5% for a concert. Mr. Webb said the 5% went to the fund to pay for the event. There wasn't 10% for the concert. Ms. Weycker asked if the request was for 10% of the draft. Mr. Webb said it would be 10% for the summer event not the draft. He said they could delay this request, but if they are uncomfortable with this they could limit the amount from the summer event to go to the draft for 2025 and 2026. If you want to put a cap on the amount and you could limit the years to 2025 and 2026. You have that option of making the motion any way you want or you could delay it to the June meeting.

Ms. Johnson asked if the Team would have to come back to the Board again to ask about the summer event. Mr. Webb said the summer event is the Packers event and it will be held. Ms. Johnson asked about the ticket tax negotiation. Mr. Webb said if they want more than \$300,000 and the Board puts that cap on the request, and it looks like it may draw more than \$300,000 they would have to come back for more funds. Ms. Johnson asked if they would have to come back if the Board doesn't put a cap on it. Mr. Webb said they wouldn't. He also thought they

should limit the request to the 2025 and 2026 draft and shouldn't be chasing drafts out further than those years at this time. With all the events the District can support between there and with more concerts and a college football game even possibly a new lease, things will be different after 2026. He would definitely limit the request to 2025 and 2026. If the Board feels like they don't want to give an unlimited amount of money they can put a cap on it. Ms. Johnson says she would be more supportive of that idea but at this point she wouldn't know where to start with a monetary amount. She would like to see how much they feel it will cost to bring in the draft and how much the Packers and other community supporters are spending. They would be giving away money they don't have that they don't know about. It feels rushed and she wants more information. She agrees with supporting the draft but wants to see more details.

Chair Lamine wanted to find an appropriate motion. One would be to show the Board's support for the ask and hosting the draft in Green Bay. Beyond that he could wait but feels it's a large enough impact and it's a great opportunity for the area.

Mr. Graul asked if they need a motion of any kind today on this. Mr. Webb said the only motion you would need is if they wanted to support the draft they would verbally support the draft coming here in 2025 and 2026.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY KEITH LUCIUS TO SUPPORT THE DRAFT COMING TO GREEN BAY AND COMMIT TO FINANCIALLY ASSISTING WITH THE DRAFT IN THE FUTURE.

Sen. Cowles said this is like a theme without any backing and asked if they would have to do another motion down the road. Mr. Webb agreed the Team would bring back whatever event will be held in the summer just like the concert when they asked. The first concert the District accepted no ticket tax. The second, third, and fourth concert the District took 5% of the ticket tax. The Team will have to come back with the specific event and ask for the ticket tax for that event. They won't know how much that money is, but the Team might be able to provide the Board with the total cost of putting on the draft as Mr. Johnson requested. He said it will change depending on how far out they will go. There are some ideas of what it takes to put on the draft which is millions and millions of dollars. Also in June, they might be able to share with the Board the other organizations that have already committed. You won't know how much you're giving them because the ticket tax amount will not be known until people purchase tickets for the event. Sen. Cowles said this motion would be conceptual without a lot of meaning and we would still have to discuss it more at the next meeting. Mr. Webb agreed it would be taken up again at the next meeting. Mr. Lucius feels they want to give the Packers the authority to tell the NFL at the owners' meetings they have another group backing the draft even if they don't know how much the District would be giving. He wants to give the Packers as much support as they can for the draft. Chair Lamine feels it would be helpful in terms of their additional fundraising efforts.

Chair Lamine asked if the Board had any other questions or discussion about the motion. There were none.

A ROLL CALL VOTE WAS TAKEN AND MOTION CARRIED – 6 AYES – 1 ABSENT.

Mr. Popkey thanked the Board for the discussion and is looking forward to bringing more information forward and diving into further details at the June meeting. Chair Lamine added that they could set a special meeting if they found it necessary or if there was change.

C. Request for Funds – Discover Green Bay

Mr. Webb reported that the \$107,000 requested are for events the District has committed to in the past. If they feel uncomfortable going all the way out with the funding requests they could stop at 2025 or 2026 or just approve all the years. Ultimately, these are events the District's has been committed to and helped keep them coming back year after year. That's why the requests are every other year for some and every year for some. The WIAA will want to renegotiate their contract and the District's continued commitment will show we are supportive of that.

Chair Lamine asked if a shorter term commitment has any impact on Discover Green Bay's discussions for continuing these events. Mr. Ulatowski said it would depend on the event. Forest Lakes is a January event that has been coming here for 12-13 years. The event grew substantially over the last few years with 4,600 people. She has searched for another event for that time of year and there is not another group for those dates that would have that kind of impact on the area. The hotels are empty at that time of year. It's a great time to have a group come to the area. They are looking for a 2-year commitment. The District's funds are used for shuttle busing because the event takes place at the KI Convention Center. So it is a citywide event.

She discussed the WAMO dart and pool tournaments that are held in the Expo Hall. Darts is a huge event with 4,000 people attending. WAMO Pool is a little bit smaller but still a great event. These events rotate to different areas. Forest Lakes comes to our area every year but Kalahari in Wisconsin Dells is courting them like crazy. Their event would be under one roof if held there so she's worried about that one. WAMO Darts rotates and Kalahari hosts them as well and would love to have them every year. Pool is a great group and they're looking to come here in 2026, 2028, and 2030.

She discussed the WIAA Girls Basketball and Boys and Girls Volleyball Tournaments. These events are a great boost to the community. She feels that not providing funding for these years they would probably start looking elsewhere. She added that WIAA is talking about holding another WIAA event here as well and those talks are in the beginning stages. She said these groups have been here a long time and they don't want to lose them. She knows these are the only groups they've requested funds for because they know the situation the District is in. That's why they only bring the most important ones forward. Mr. Webb said the Forest Lakes group request would be for 2024 and 2025 – 2023 is already committed because they didn't have the event due to Covid.

Ms. Johnson asked if they need to approve all the events for the years requested would they be guaranteed to get the events. Ms. Ulatowski said Forest Lakes would be guaranteed. Mr. Webb said that WIAA would also be guaranteed. Ms. Ulatowski said the funds would help their cause for the WAMO events. They are in the bidding process yet. They also like coming to Green Bay. Chair Lamine asked which event has used the new Expo Hall. Ms. Ulatowski said WAMO Darts used the new facility.

Mr. Graul asked about the fact that WAMO and Forest Lakes being recruited by Kalahari. He asked if Kalahari offers incentives. Ms. Ulatowski said they always do. The biggest difference is they offer everything under one roof and they can negotiate a cheaper rate for the rooms and meeting space. Green Bay can't do that, and the hotel rooms are a totally separate entity in negotiations.

Mr. Graul asked what the funds are used for. Ms. Ulatowski said it went to facility costs to use the Expo. Mr. Webb said one of the reasons the District started these incentives for bringing events here was due to the competition with Wisconsin Dells. Ms. Ulatowski wanted to add that the participants of these events are all over town. The girls' basketball teams packed the prom dress shops during the event. Mr. Graul asked about WIAA and how they lost their space in Madison. Mr. Ulatowski said the boys basketball teams used the Kohl Center and the girls were using the Fieldhouse or the Alliant Center. The Kohl Center was overwhelmingly too large for the girls tournament. They offered the incentive of \$25,000 for the first two years to move here. Now the District sponsors the ticket incentive "Rush to the Resch". Since they've been here, they've enjoyed it. Mr. Graul asked if they need to keep offering the incentives if they are entrenched here. Ms. Ulatowski said their costs are going up and other cities offer incentives. Mr. Webb said they wouldn't go away before 2025 if they discontinue the incentives. The funding now brings in more attendance at the event. Each division gets a \$2,000 scholarship to the school that sells the most tickets. What the District is trying to do is encourage more people to attend and make it a better event for the community. Without the incentive tickets might drop by 5,000 or so for the event. Therefore, it wouldn't be as great an event for the community. The District's funds don't go to the WIAA like the first two years.

Mr. Graul thought that you would either come to girls basketball or not. It doesn't feel like something that people would make a trip to Green Bay for if your child isn't participating in the event. His concern is that historically these entities have been significant recipients of the District's funds already and wondered if there were more groups to come here to see it's great and to keep them coming back or if they just need to keep handing out money to the same groups.

Ms. Ulatowski said they do have events that come back year after year. They would rather not have to incentivize any of these groups but once this starts you have to follow suit or you don't get the business. It's just part of the business now, unfortunately.

Mr. Lucius added that the WIAA tournaments were held in La Crosse last year because of Covid and he's worried about losing them. Chair Lamine is also intrigued by the potential of another WIAA championship event here and maintaining the good relationship with them. He went to one of the check presentation ceremonies and he was impressed. It's a great event and it isn't just kids in the seats, it's a lot of parents. In talking to the athletic directors, they are marketing it and saying that more people attend because of the Rush to the Resch incentive.

Mr. Graul feels it's a good event but wonders if it makes sense to keep incentivizing the same groups every year. They obviously like coming here and he doesn't feel they would move the event to La Crosse. If they are considering these grants and the fund balance and the Packers desire for draft funds, they might think about giving 10 years of welfare to organizations to keep coming back.

Sen. Cowles asked if the District is the only entity that can help subsidize these things or if they have other resources. Ms. Ulatowski said there are other groups they don't bring funds requests to the District for.

Ms. Johnson asked what other communities do that don't have a Stadium District to ask for funding. Ms. Ulatowski said they have other CVB's with larger budgets – especially Wisconsin

Dells which is seven times more than Green Bay's budget. Chair Lamine said the flexibility other places have with the rooms incentives.

Sen. Cowles asked about the timing of these requests. Some stretch out all the way to 2028. He wanted to know the timing need for the events. Mr. Webb said one goes out to 2030. He feels Discover Green Bay is looking at negotiating a contract out that far for those events and are looking for the District's assistance. The money wouldn't go to them until the year they are needed. Sen. Cowles said they would have to hope they have enough funding. Mr. Webb said they would reserve the funds. Mr. Graul looked at the funds. They have to pay for the District's operations out of the same fund and will continue going forward. He wondered about the upcoming attorney fees as well. The \$600,000 in the fund will be depleted quickly especially if the Team wants the funds for the draft.

Mr. Webb said he doesn't dispute the tightness of the budget. The summer event is a separate request and it doesn't mean all the future funds would go to the draft. The fund has enough to get to 2026 and will begin to turn the corner and have more funds and hopefully something in between and something this summer. Ms. Weycker said that would be helpful. Sen. Cowles said the summer event funding would go to the Packers if they vote to do so.

Ms. Weycker said if they take off \$20,000 to get through 2027 that would reduce it a bit. Ms. Johnson asked which events need it the most. Ms. Webb said that if the District went through 2026 you'd be covering their ability to bring in two WAMO Darts and one WAMO Pool event with the idea they'd come back for them afterwards if that would make them feel better. You'd have the WIAA event through 2025. Ms. Johnson asked if they wanted to secure the WAMO Pool contract through 2030. Ms. Ulatowski said that would be nice but they can only do what they can do. Mr. Webb said this would be an option if they are not comfortable with the current requests. There's no right or wrong answer to these requests. Ms. Ulatowski agreed. He added they are events that were funded in the past and have been relying on the funds. If they don't get the funds, some things may change after their contracts are up. He reiterated that the entire amount doesn't go out of the fund at once.

Chair Lamine said that typically they are working towards a 2023 concert event and those discussions would be occurring this summer due to the timing in the past. One thought was if they wanted to divide this request or program it out over a couple payments they might be in a better position by next fall to ask Discover Green Bay to come back. They would be taking a risk for the long-term contracts.

Mr. Graul feels these monies are extra monies and that most communities don't have a Stadium District Board with an Economic Development Fund. Ms. Ulatowski said that most communities answered yes and no. All CVB's are run differently. Some get money from the City, some from the County. It's all different and Green Bay CVB isn't like that. Mr. Graul said it seems that from a strategic standpoint it would be nice to recruit other organizations to Green Bay to see how awesome it is and then have them want to come back whether or not they get the funding from the District. There may be value in trying to recruit different organizations. Ms. Ulatowski understands that thought and realizing that if WAMO decided not to come back it would be \$1.2 million in economic impact for the restaurants, hotels, stores, gas stations. Mr. Graul wondered if the funds can get an organization to come here with a \$4 million impact. The church event and using the funds for shuttles makes the most sense of all of the funding requests. He'd like to vote on these requests separately. Sen. Cowles asked if these votes could be delayed. Mr. Webb said it could be delayed but there will be no new information at the next

meeting. Sen. Cowles said they might know about the summer event. Mr. Webb said they won't know how much money it will generate. You will only know what the event is and get some idea of what the attendance would be. There's no event here that's taking place until volleyball in November. They definitely need the \$5,000 funding for that event because they are already expecting that. That money isn't put aside yet because of the timing of events. He added that if the Board only wanted to approve \$5,000 at this time – or wait till June that's fine too.

A MOTION WAS MADE BY LEAH WEYCKER TO APPROVE THE \$5,000 FOR THE WAMO STATE POOL TOURNAMENT FOR 2023.

Chair Lamine asked if the Board wanted to approve each item separately.

Mr. Graul wanted to know if the WAMO pool tournament was in 2024 or 2023. Mr. Webb said the volleyball event isn't listed and that's the first event to be held.

Ms. Weycker withdrew her motion.

Mr. Webb explained each request in order. He asked what they wanted to do with the WAMO Dart tournament for 2024, 2026, and 2028. They can approve some of it, all of it, or none of it.

Sen. Cowles wanted to address the potential concert. He asked if the District wanted to give the Team all the ticket tax. Mr. Webb said that's what the Team requested but you don't have to do that. Sen. Cowles said if the event brings in what the Chesney concert did it would be one heck of a contribution. He also doesn't know what other groups in the community would be committing funds for the draft.

Mr. Webb said the Board can cap or set terms of any donation requests. They've already said they want to delay the draft funding request until June when the Team has more information. There's no reason you couldn't cap it at \$300,000 and if it makes \$350,000 you can't keep the \$50,000. Ms. Weycker said they haven't generated \$300,000 on a concert yet so they would commit more than they have. She said Mr. Webb is making it sound easy but they are working with pretend numbers. Mr. Webb said they are working with pretend numbers until people are sitting in the stadium. You'd have to work with percentages and caps. Chair Lamine asked if there'd be some value in trying to split the contribution to super incentivize the Packers to have an event in 2023 and some of the revenue for the draft would come from that event as well. He doesn't know how quickly they need the money for their proposal. Mr. Webb said that whatever they do with the event in the bowl in 2022 will be discussed in June. If they have another event in 2023 the Board can make the same determination at that time. They can decide how they want to spend those funds at that time. None of these things are in a vacuum and they are all nice events and the District has made a continuing commitment to some and other are new. Obviously, the draft is a whole different thing. Right now what is before the Board is what to do with these four events and Mr. Graul has asked for them to be taken separately. He wants to start at the beginning and decide what they want to do with the event scoresheet for the WAMO State Dart Tournament which is asking for \$30,000 for the negotiations to bring it here for 2024, 2026, 2028 with an annual economic impact of \$3.1 million per year. Sen. Cowles asked if they could approve only one year. Mr. Webb said they could do whatever they want to do. Chair Lamine asked Ms. Ulatowski if their agreement with WAMO was a 3-year agreement or a 1 year. They initially wanted a 2-year agreement and they asked about a 3-year agreement. It's all part of that negotiation. Bringing a group this size back year after year is easier to rebook

business you already have than to go and try to find a larger piece of business or take it from a different city. It's extremely competitive. If you want to just approve 2024 they could go back to the group and tell them they'd come back to talk about the future years and that doesn't stop them from going someplace else. It just means they can only offer them one year.

Mr. Graul asked about WAMO's all in costs on the event. Ms. Ulatowski didn't know and couldn't begin to guess. If you saw the event and the number of dart machines they bring in along with the rental and the set up and utilities costs, etc. Mr. Webb added that his gut reaction was that for \$3.1 million impact per year and over \$9 million worth of business, if the District's \$30,000 helps get that then it is worth it. Ms. Johnson agreed with Mr. Webb and it sounds like it's a great economic impact to the community. She doesn't feel this is a group that would come back no matter what and is in favor of approving all three years.

Chair Lamine asked if there was further discussion and asked for a motion.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY KEITH LUCIUS TO APPROVE THE WAMO FUNDING FOR ALL THREE YEARS. A roll call vote was taken. 4 AYES – 2 NAYS (COWLES, GRAUL). MOTION PASSED.

Mr. Webb presented the WAMO Pool request for funds \$5,000 each year for 2026, 2028, and 2030 - \$1.5 million economic impact each year. Sen. Cowles asked about 2026 which is four years from now. Is that being negotiated right now. Ms. Ulatowski said some of these contracts go way out even to 2032. Chair Lamine asked for a motion. Ms. Weycker asked about the dates this event is held. Ms. Ulatowski said it was in March. Ms. Weycker said she definitely favors the events that are held in January.

A MOTION WAS MADE BY KEITH LUCIUS AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE FUNDING REQUEST FOR WAMO POOL FOR ALL THREE YEARS.

Sen. Cowles said he would approve funding for 2026. Chair Lamine asked if he needs to ask for a revision of the motion. Mr. Webb said you could just let the original motion die. Mr. Lucius amended his motion for approval to one year. Ms. Johnson seconded that revised motion. A vote was taken. 5 Ayes – 1 Nay (Graul). Motion Passed.

A MOTION WAS MADE BY MARK GRAUL AND SECONDED BY KRISTEN JOHNSON TO APPROVE THE FUNDING FOR FOREST LAKES FOR 2024 AND 2025. A vote was taken. MOTION PASSED UNANIMOUSLY.

Mr. Webb presented the request for WIAA Girls Volleyball/Boys Volleyball for 2022 at \$5,000 and WIAA Girls Basketball and Girls/Boys Volleyball for 2023 at \$15,000.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY SEN. COWLES TO APPROVE THE REQUEST FOR FUNDING FOR WIAA TOURNAMENTS FOR 2022 AND 2023 AS PRESENTED. A vote was taken. MOTION PASSED UNANIMOUSLY.

Ms. Ulatowski thanked the Board.

8. GAME/EVENT REVIEW BY SIGMA – PACKERS VS WASHINGTON – OCTOBER 24, 2021

Mr. Kaszubowski presented the game/event review. He that reported he, Greg Kuehl, and Brian Dworak reviewed the facility last fall. The game/event review is one of the legs of the maintenance monitoring tool. Part of the program is to do some due diligence on how well the Packers are maintaining the stadium. The intent of the game/event review is to dial in and help refine any O&M procedures and protocols the Packers are implementing. It is meant to provide background information in order to facilitate draws from the O&M Fund and to ensure consideration of operations and maintenance needs in the formulation of a capital improvement plan.

This was the 20th time this has been done. He feels the report is self-explanatory, but he has a couple comments as a participant in the review are driven by previous reports done by Mr. Kuehl. The first item of note would be the handicapped drop off and pickup. They noted it was definitely in place and happening with golf carts shuttling people and it is difficult to negotiate the congestion in a golf cart at times. While it has been improved, it is still something that needs a bit of work. Chair Lamine mentioned that it his family and friends have used this service and it has vastly improved with the golf carts. Even within the facility with access to elevators and the Team's willingness to make services available. He doesn't know where the carts are located but people do seem to find them. Mr. Kaszubowski said it was signed and noted on their website. The only problem he saw was that somebody decided to park a car in the one lane the golf carts were trying to maneuver in.

A second item that was mentioned in previous reports was the traffic flow on the south end of the stadium by Valley View Road and the South gate and media lot. It ends up being a fairly congested area based upon reading previous reports. Now there seems to be less vehicles in the area going to the media lot or employees going to the security entrance gate. That being said, an observation was that some of the emergency response vehicles are parked on south side of Valley View Road. If there was an urgent call, the vehicle has to negotiate between the pedestrian congestion on Valley View Road. It has improved but maybe worth evaluating how to segregate the pedestrians and the emergency response vehicles. They do have the ability for a police escort and manpower to move the crowd. In a perfect world you'd like to segregate the people from the vehicle movement.

Another item reviewed is the queue at every stadium entrance. Some are worse than others. They literally walked around and counted. What happens on game day is the fans have to get through security and get their ticket scanned. They counted the number of detectors at each gate. The table on page 6 shows that the longest queue lines with the average number of guests per metal detector. Oneida Nation gate is two times more than other gates.

Chair Lamine said the American Family Insurance gate used to be the best kept secret. Now people have caught on and it shows on the table provided. Ms. Weycker asked if it's true that with the electronic tickets you have to enter the gate that is on the ticket. Mr. Popkey said they strongly encourage people to use the gates on tickets which is nearest to their seats but it is not required. Mr. Kaszubowski said that one of his employees that manages projects at Miller Park went to the Stadium Managers' Association meeting and she reported that some teams found flipping ticketing and security helped move lines along and they shared that with the Team.

Mr. Kaszubowski's other comments were about the landscaping which is unbelievable. He thinks the quality helps keep trash down and keeping the grounds maintained well helps with trash accumulation.

He last comment was about the grab n go concessions. He feels they are very effective. They had 10 points of sale in a place where there was one point of sale in the past. The fans probably initially struggled but over time the education process of the experience will help improve this option. It looks like this is the direction other parks are moving in.

Chair Lamine says this is always one of his favorite reports of the year because it tells us how the facility is performing. He hears comments from different fans from all over the country when he's in his seats and this adds some credence to why it's working and the efforts to keep improving the fan experience has been helpful.

A MOTION WAS MADE BY LEAH WEYCKER AND SECONDED BY SEN. COWLES TO ACCEPT THE REPORT. A vote was taken. MOTION CARRIED.

Chair Lamine asked Mr. Dworak about his experience working at the Bradley Center. He said they had a team evaluate things at events. The teams that played there also had a third party secret shopper program that would come in and evaluate their experience at 30 percent of the games. He feels that having someone see the facility with a different set of eyes is very helpful.

9. CONSIDERATION OF RESOLUTION 113 – AUTHORIZING AND APPROVING THE HIRING OF AN ATTORNEY TO ASSIST IN LEASE NEGOTIATIONS

Mr. Webb reported that the District was always going to hire an attorney but it became somewhat of a lightning rod at the end of the talks with Rep. Steffen. He was thinking the District should start with a minimum of \$20,000 and work with the Chair to hire the most efficient attorney they could find. Ms. Johnson asked if both the City and the Packers are on board to start discussions. Mr. Webb said the Packers have indicated they want to begin but the District wouldn't spend any money until they are ready. They said in the agreement with Rep. Steffen that the District would have funds available for hiring an attorney. Sen. Cowles said they were always planning to hire an attorney. Mr. Webb agreed and he thinks every budget for the last two years has included a caveat that when the District hires an attorney the \$1,000 budgeted for outside council wouldn't be enough and they may need to also add staff time. Right now Mr. Kuehl is not working much but he has a working knowledge of the lease that doesn't quit. He would look at bringing him back in during negotiations.

Mr. Webb said the District has always done what's best for the community and always tries to work with people. They have no incentive to renegotiate the lease. It was something brought on by the Team to protect their long-term investment. In any negotiations once a document is there it is harder to change it than to leave it the same.

Sen. Cowles asked if the County has incentive to renegotiate the lease. Mr. Webb said the County isn't part of the lease. It would be the City that would participate in negotiations. It's the City, the District and the Team who are party to the Lease. It's mainly the Team that would like to renegotiate as they do more and more and would like to protect their investments beyond the current Lease.

Sen. Cowles asked about the County representation. Mr. Webb said that Sen. Cowles represents Brown County as Mr. Lucius represents Ashwaubenon. However, the job of the Brown County appointees is to look out for Brown County's interests.

Ms. Weycker asked if Mr. Webb could guess at the scope of work or how they would direct this hire. Mr. Webb said the attorney would work for the District to evaluate any proposed changes to the Lease and protect the Board going forward. Ms. Weycker asked if that would protect the Board's existence. Mr. Webb said our attorney would look at the District's issues. He told the County Board committee that there's nothing the Board does that the City can't do. There may need to be law changes or other things that would have to take place in order for City to take over the District's responsibilities. Under current situation, all three parties would have to agree to have the Lease not include all three parties.

This has been the stumbling block from the very beginning when it says that the District can go out of business by a vote of the District Board as long as they meeting all their contractual obligations. It's hard to meet all your contractual obligations if you have Lease obligations you can't get out of without the other parties being party to it. So any of the three parties can block the other parties to leave the Lease which is the general interpretation of what it all comes to. He said that if they are going to negotiate this long term, and the Team expresses the desire for the District to stay in business they would have to protect the District's interest well into the future.

Mr. Graul said it seems the most consequential thing they would do as a Board in recent history - renegotiating this lease. Mr. Webb said that it could be. But extending the Lease is a normal situation -- for instance if you rent an apartment. The negotiations could be as simple as saying under the same terms and conditions the lease is extended for 10 years. Mr. Graul said if the Packers are driving the negotiations they won't be extending it and they would probably want some changes. His point is that if the District is posturing themselves to be ready for this - which may or may not happen soon - he feels the Board itself should be more broadly involved than this resolution describes. This resolution would give Mr. Webb the ability to just go hire an attorney without Board consent of any kind other than this resolution. Mr. Webb agreed. Mr. Graul felt that with something this consequential which will position the Board going forward it would make some sense to have some attorneys bid and propose to the Board itself to select. His general overall concern is he would like to see more Board involvement if this is the road they are going down with this.

Ray Suennen, Brown County Supervisor, asked Chair Lamine to open the floor to comments. Mr. Graul asked if now would be the appropriate time or could it wait until after discussion. Chair Lamine said it wasn't a public hearing but he would open the floor if the Board desired it.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY KEITH LUCIUS TO OPEN THE FLOOR FOR COMMENTS. A vote was taken. MOTION CARRIED.

Mr. Suennen said he attended the Executive Committee meeting where Mr. Webb and Mr. Lamine were present in discussing things. He said he read the resolution and it is labeled one thing and includes two significant things. It is labeled basically to the lay person who will read it that you are hiring an attorney. He's in agreement with hiring an attorney and believes the Lease potentially could have significant changes and that it is significant dollars involved. If you look at the first numbers 1 and 2 it directly addresses hiring an attorney. Item 3 grants great powers to one person with consensus of another person. As a board he has problems with this. He's been on many boards - the Howard village board for 12 years. He said it is good to get leaders out to get things going but as a board you are to make decisions as a group. He doesn't know the full intent of exactly how this is worded. He can easily read it and get the impression that puts the whole leasing process in one person's hands. That is not appropriate. He believes the selection of an attorney as was mentioned and there are competent attorneys around and hopefully one that specializes in this particular area. However, that selection process should require the whole board. Usually, three board members would address the issue and then bring back to the board with the criteria.

Another function in the document gives a lot of power to one person over a long period of time. There's no implication they have to come back to the board on a step process or a direction process and a final approval process. If he were on this board, he would not support item 3. He would identify a person as a primary contact liaison to report back to the board about the progress.

A MOTION TO RETURN TO THE ORDER OF THE AGENDA WAS MADE BY MARK GRAUL AND SECONDED BY LEAH WEYCKER. A vote was taken. Motion approved.

Mr. Lucius reads item 3 of the resolution is about hiring an attorney not to make any decisions about the Lease. Mr. Webb said that was certainly the intention of the resolution. It was intended to have the Board approve the director to work with the chair to hire an attorney and any changes in the Lease would be brought to the Board.

Mr. Webb suggested the Board re-read the Lease and get any comments together and if they need to go into closed session they will. This resolution has nothing to do with negotiating the lease but everything to do with hiring the most effective person to do the negotiations. Mr. Lucius agreed with his assessment. He also mentioned he would have no problem perhaps hiring Ms. Johnson who is an attorney. He is trying to hire the most efficient and effective person. However, he reiterated there is no incentive for the District to renegotiate the Lease at this time.

Mr. Lucius feels that having a seven-person Board make a decision is not efficient. He doesn't have a problem with Item 3 if it's clear that this is about hiring an attorney. As a board they will discuss anything in the Lease and have a closed session where they can openly discuss those things before they move forward. Mr. Webb agreed.

Ms. Johnson asked about Attorney Vande Castle. Mr. Webb said he normally attends the meetings but he's on vacation. She thinks they should wait until Attorney Vande Castle is at the meeting and he can help determine how the Board should proceed. Mr. Lucius asked if there was a timing issue. Mr. Webb said he was told to get an attorney on board as soon as possible. He's doing this with seed money now. Mr. Lucius asked who told Mr. Webb to get an attorney. Mr. Webb said it was part of the agreement with Rep. Steffen.

Ms. Weycker asked if it would be important to have the Board come up with some of the scope of what they would be looking for in an attorney. She was concerned about the three parties involved and the Board members having slightly different interests in what the Lease negotiations would entail. She would like to see some background information done on what other stadiums are doing. This is a unique situation being a community owned team and just wanted to see what other models look like. Mr. Webb said all this is on the table for when they go into closed session. He has no problem with any of that. Ms. Weycker asked if they should put something in writing. Mr. Webb said if they would like a closed session in June that would be fine. If they don't want to hire an attorney that would be fine. Chair Lamine thinks they all agreed when they worked on the budget. They talked about looking at the budget again if they proceed with hiring an attorney. Now he feels they definitely want to proceed on that. He's not clear as to what other models there are. This District's lease is specific to our model. There's a lot of bad leases out there and a lot of bad examples. He remembers looking at Cincinnati's situation. He hates to throw the whole baby out with the bathwater. They saw an example earlier of what happened in Milwaukee and the next coming to the trough will be for the team. The District has a statute that's unique. It's written partially based on the Milwaukee experience but there was a lot of protection put into place at that time to limit what the taxpayer exposure was going to be in Brown County. They could look at every team but it would be irrelevant and it could run into a lot of staff time to work on that versus getting to work on this Lease. If Board members want to look into it and they see or hear something they think is really good he would bring that up in closed session. He is reluctant to spend a lot of time researching agreements that may not even be public agreements and some would be completely irrelevant to our situation. He like to see the Board focus their energies a little more.

Ms. Johnson said they would be dealing with two other parties that have much bigger budgets than the District. They will have a team of lawyers looking at this Lease for longer than three months. As far

as rushing it to spend \$20,000 to hire a lawyer to just start digging into it she doesn't see it as such a rush. She thinks the other parties will need to spend more time and bring options to us to review or the attorney the District hires. Her preference would be to push this off until June, have a closed session, and have Attorney Vande Castle at the meeting to advise.

Mr. Lucius wondered about the subject of the closed session. Would it be to select attorney or guidance on how to select an attorney. Ms. Johnson said it would be to discuss hiring and they could talk about how they would like the discussions to go and what the attorney should focus on and how much money to spend.

Mr. Lucius said that makes sense to him. If they need to have a closed session sooner he would be willing to do so. Mr. Webb said he wouldn't have brought it to the Board at this time without being instructed to do so. Mr. Webb said he has \$1,000 to play with right now.

Chair Lamine said in his past life as the Brown County Planning Commission Director – one of the things he would discuss with members appointed by communities would be to explain that the name plaque doesn't say Chuck Lamine – County appointee. It says Green Bay/Brown County Professional Football Stadium district. He said that a collective thought will come into play and the attorney will be representing the stadium district. When the District gets to the point of approving amendments to the Lease, that collective thought would be to the members that come into play. They all come in with some background and perspective that's going to come into play as well. He thinks it's important to remember the Board's responsibility is to the Stadium District.

Sen. Cowles asked on a side note that if any attorneys in the area were involved with the Lease originally. Mr. Webb said they used Godfrey & Kahn in Milwaukee but this could be talked about in closed session.

The Board agreed to take no action on the resolution.

10. FINANCIAL REPORTS – NOVEMBER AND DECEMBER 2021 – JANUARY AND FEBRUARY 2022

Mr. Webb directed the Board to the December report. Pages F11-F16 is the detailed check register for the whole year. You have seen these each month but this is the whole year. F17-F26 is the detailed expenses by category. Social security, Medicare, etc. Those are also provided every month. F30-F36 is the amount actual versus budget. Before he got started on that he directed the Board to look at the cash detail. One of the questions about the District pertained to the \$81 million last year. This year it details cash and investments at the end of 2021 is \$75 million. Although the District only has actual cash of \$61 million, the difference of \$14 million is the accrued interest of \$11 million and then the mark to market of \$3 million. Of that \$75 million or the \$61 million of actual cash, the District owes the Team \$4.95 million for O&M for 2021. If you go to budget versus actual which is on F30-F36, he could highlight some of the differences there. The budget is slightly over in salary and fringe benefits because there were actually 27 pay periods in 2021 and we budgeted for 26. The District underspent in office supplies, Board travel, and insurance. However, the insurance was offset by a reduction in revenue because that money is transferred in. If you remember from the sources and uses it is transferred in from O&M. Professional services were under by \$2,853. The District negotiated a new contract with the accounting firm that prepares the checks and reduced the annual cost. In addition there was no money spent on the regional counsel.

Mr. Webb reported on the capital projects. Regarding the user fee, it was reported several times that they collected more user fee than anticipated because more tickets were turned in than projected. That could be the case again this year. The District collected more interest because they collected more money and had the \$6 million capital project payout to the Team for slightly longer than anticipated. The bank fees were also actually less than anticipated.

The Special Revenue 8257 Fund details that the license plate sales were slightly over budget. Bricks and tiles were 50% above budgeted amount. The sales for November and December were approximately \$31,000. The details will be later in the report. \$90,000 was the largest amount earned for quite a while. Interest on the fund was slightly over budget and some minor changes on the other items. Qualified bank fees were more based on the amount of investments.

Mr. Webb reported that the O&M fund. The ticket fee was \$182,000 less than budgeted because the Minnesota game turned out to be in January of 2022 and the Packers have now been paying the District on a game-by-game basis because of the uncertainty of games. They used to give the District a lump sum up front and settle up after each game. This is \$1 million that didn't show up in 2021. Interest was way less because the Team requested the funds on a quarterly basis plus the District didn't get the funds up front. The transfer in from the Special Revenue Fund was slightly under budget but that's offset by the revenue being less than budgeted in the other account. Maintenance and repairs are under by \$239,000 because the District didn't have the funds available to pay it. The District didn't spend any money from the Economic Develop Fund other than the \$15,000 spent for WIAA volleyball and WAMO - \$56,000 was budgeted.

Mr. Webb said that the January and February reports are early and it is hard to tell where the budget is going at this point in time. He asked if the Board had any questions on the financial reports. There were none.

A MOTION WAS MADE BY KRISTEN JOHNSON AND SECONDED BY KEITH LUCIUS TO APPROVE THE FINANCIAL REPORTS. A vote was taken. MOTION CARRIED.

11. DIRECTOR'S REPORT

Mr. Webb reported on the fund statement with \$59 million in the account. \$46 million is still in the 8257 Fund. \$12 million is in the O&M Fund of which \$4.9 million is due to the Team for 2021. This will reduce it to about \$7 million. That came from the original transfer from 8257 Fund plus playoff game plus the Minnesota game.

Mr. Webb discussed the annual draw for Lambeau Field O&M reimbursement. To him this is more like a pass through. The District collects ticket tax and also transfers funds from the 8257 Fund based on a formula. The Packers have an unlimited amount of expenses that qualify in this area so the District pays them. The Team breaks down their request between City labor and all other because there are different inflationary formulas used for each component. The sheet on the right reported they had incurred \$681,000 worth of City labor while all other expenses were \$15 million plus – bringing the total to \$16.1 million. We had interim payments of \$5.1 million and \$2.5 million to make \$7.6 million leaving a net Team request of \$8.505 million. The District only had \$4.9 million available and that's all the District is required to pay. It isn't like Miller Park where there are shared expenses. The payment is only what's available in the fund. The fund comes from the segregated 8257 Fund which is made up of the sales tax escrow, the first \$500,000 of ticket tax, license plate revenue, and net brick and tile revenue. That money can only be used for O&M. The District makes sure the Team is

maintaining the facility with a maintenance audit, quarterly maintenance reports, and a game day review to protect the District's interest in the stadium.

Mr. Lucius asked is the net excess is excess of what the Packers asked for over what the District has so the Team has to come up with that money. Mr. Webb agreed. He directed the Board to the last page of that section. He included the Packers financial report they distribute to shareholders. It shows an asterisk by the Facilities net stating the number of expenses for the O&M of the facility after the District makes a payment to them. Not all these expenses would qualify per the Lease, but there are plenty of expenses to warrant the District's payment to the Team. They can only be used for one purpose. Mr. Webb explained that the District pays the Packers almost \$12.6 million. The \$7.6 million the District already paid plus the \$4.9 available. Mr. Graul said the District budgeted \$12.8 and paying \$12.590 million. Mr. Webb agreed and stated if the District had more they would be paying them more. The District didn't collect enough ticket tax to do so. Mr. Graul asked about the 2022 budgeted amount for O&M. Mr. Webb said it was similar, maybe closer to \$13 million. Mr. Graul asked about this amount in the presented document. Mr. Webb said it is a summary of the detail that is attached. Mr. Graul asked how the Packers determine what the District pays. Mr. Webb said the detail is attached to their request. The Team explained it lists utilities, maintenance staff, City labor, security staff, etc. The operations and maintenance of the facility they feel they want to present for payment is in the detail. Mr. Graul asked about this at the last meeting and now this is the detail explaining the request. He asked if the Packers stated they needed \$16 million and they asked for an additional \$35 million. Mr. Webb said that \$35 million was the prior year – their June numbers. It's just an example. They've already netted the District's \$6 million given them last year and the \$12 million given them in 2020. When you see the Packers report they hand out to their shareholders in the summer, it will give you a number that is net of the \$12 million the District gave them this year. Mr. Graul asked how the Team determines what to put into the \$16 million bucket. Mr. Webb said they decide what is the least controversial issues to put into the request. Ms. Weycker asked if that was in the legislation. Mr. Webb said yes – operations and maintenance is a huge, wide-open number. He reminded the Board that it is the closest thing to a pass-through without actually saying pass-through in the legislation.

Sen. Cowles emphasized that it was never the job of this Board to look at competitive bids as it flowed through to the District. They have the incentive to do it and the Board is just paying the requested amount allowed by the legislation. Mr. Webb agreed and stated they didn't tell the Packers how to build it or maintain it other than meeting high quality standards and complying with the architectural program. The Packers accepted responsibility for all the construction, O&M, and capital improvement overruns if they are allowed to run it the way they want to run it. The District has some controls by making sure the stadium needs to remain in the top 25% of NFL stadiums. Miller Park has similar language but they might be asked to contribute. This District's legislation means we could ask the Packers to do something to make sure they meet the top 25% even though the District doesn't have the funds.

When Miller Park was built the stadium district down there was in charge of construction. Here the Packers wanted total control of the construction and the operations of the facility, and for that they capped all the District's responsibilities.

Sen. Cowles stated they have plenty of incentive to do things as efficiently as possible because they pay the overruns. Mr. Webb stated the stadium also came in on budget for the most part. The District could only pay the Packers from the funds the legislation allowed. That's the biggest difference between Lambeau Field and the other stadiums. It is the Packers' facility to run and the District gives them money based on formulas.

Mr. Graul said this is the first time he's seen this detail since being on the Board. He thinks it's very interesting to get a feel for it. Some of it was easily predictable like cable bills. Ms. Weycker mentioned they toured the new security building and there was a lot of cable. Mr. Graul questioned the Time Warner and Direct TV billings. Mr. Webb said they have that in the suites, etc. Sen. Cowles said that Sigma reviews the facility and comes up with recommendations. Mr. Webb agreed and that's why Sigma was brought in – to make sure the District's money was spent prudently and the facility was maintained. He said that Mr. Kaszubowski who's been here with Sigma from the beginning and might agree that this is one of the best maintained facilities in the country. Mr. Kaszubowski mentioned that the Team's facilities department had some great procedures to maintain the stadium and he's using some of their procedures at other facilities.

Sen. Cowles feels this facility is immaculate and it's a showpiece. That's why the money in the funds should remain in the District through the end of the lease. The proposed changes would not have worked and it never made it through to legislation. The money should go to whomever is running this place. Mr. Webb agreed. If you get rid of the District and if the City of Green Bay would end up running the facility, the money would have to go to them to use to maintain the facility.

Mr. Webb reported on the Capital Projects Fund – it has \$3 million. It's almost refund season and we will see how much is collected from user fees and go from there.

The quarterly maintenance report was presented to the Board. Mr. Webb asked if they had any questions. Chair Lamine said this is the Packers report given to the District quarterly. Mr. Webb agreed they supply this report to show what they are working on and what they accomplished. Chair Lamine highlighted the part of the report that they are addressing things from the Sigma inspections, and they are not ignoring the work the District hired Sigma to do. It is a great partnership and Sigma's findings are integral to the Team's processes. Mr. Kaszubowski agreed it is a good working relationship.

Mr. Webb reported on brick and tile sales statistics which are very interesting. The distribution of bricks and tiles from various places - \$2.7 million in sales since started - 21,000 total bricks and tiles purchased, etc. It is a nice report with interesting information on the sales throughout the years. What is really interesting is that they've been on a run as far as sales go. \$36,000 in the last two months of the year. \$10,000 in January of 2022. Last year January had \$8,000 in sales which is also more than usual. The District is working with the Team to find more room for future shipments of bricks as the space is running out.

Mr. Webb reported on the quarterly meeting dates for 2022. Mr. Graul mentioned he couldn't attend the revised date for the June meeting. He feels once the dates are published they should remain the same. Mr. Webb said the Board could certainly run the meeting without him on the originally scheduled date, but he won't be available. Chair Lamine said he'd have trouble running the meeting without Mr. Webb in attendance. The agreed upon date was changed to June 13, 2022.

There were no other questions on the Director's Report.

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

12. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters.

13. MOTION TO ADJOURN

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

The meeting adjourned at approximately 5:20 P.M.

Respectfully submitted,

Diane Roskom
Administrative Specialist