

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 was held on **Wednesday, June 15, 2016** at 3:30 p.m. at 1901 S. Oneida Street, Green Bay, Wisconsin.

PRESENT: Ann Patteson, Margaret Jensen, Ken Golomski, Keith Zimmerman, Sen. Robert Cowles, Chuck Lamine and Ron Antonneau.

ALSO PRESENT: Pat Webb, Greg Kuehl, Aaron Popkey, Troy Streckenbach, Mike ?? Terry Charles, Kristie Haney, Rory Groleau, Susan Garot, Doug Hartman, Joel Everts and media.

1. CALL MEETING TO ORDER

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

2. ROLL CALL

Roll call was taken. All Board members were present.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb requested that a late communication be taken up before agenda item 10.

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

5. REQUEST FOR APPROVAL OF THE MINUTES –APRIL 27, 2016

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE MINUTES AS CORRECTED. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. GREATER GREEN BAY CONVENTION AND VISITORS BUREAU FUNDING REQUEST – WAMO State Dart Tournament

This item was moved to accommodate a presentation by Destinations Career Academy of Wisconsin that was referred to in late communications.

10. COMMUNICATIONS

A. March 25, 2016 Letter from NEW Zoological Society Inc.

Mr. Webb presented the letter to the Board.

B. Picture of Donor Board for Neville Public Museum Exhibit Opening

Mr. Webb shared this with the Board.

C. April 9, 2016 Green Bay Press Gazette Article “Titletown District Vision Starts to Become Reality”

Mr. Webb shared an article with the Board.

D. April 19, 2016 WBAY.com Article “Green Bay Moves Forward with Plans for Uptown District”

Mr. Kevin Vonck, Director of Economic Development for the City of Green Bay, was present to discuss the article presented above. He stated the area has changed over from industrial to entertainment and the City wants to figure out how to use this area the best and how to circulate people through it. There are not a lot of sidewalks, lighting, etc. They are working with a firm out of Madison and will start the planning process to study this area. They will get a group together to see what they can do. They will reach out to stakeholders in the area, including this Board, to make sure that what they do is complementary to other things in the area. They feel there are great things going on with downtown, Military Avenue and the east side, and they want to add to the mix. Mr. Antonneau asked if they will work with the Village to get a regional approach to the development in the area. Mr. Vonck agreed they will work with Ashwaubenon. They want to make sure the land usage is the same as their plan. They want to connect at some spots with the Village as well. Mr. Antonneau asked if they have a draft development plan yet. Mr. Vonck said they have a scope of work and will put together a committee in May and they will set the tone for what they will be working on. Mr. Antonneau assumed they will include the prohibition on adult entertainment. Mr. Vonck said that will be discussed. He knows it is a concern that has brought up before. Mr. Antonneau said that he feels this is important and feels that most of the public feels the same. Sen. Cowles asked if they are considering using the multijurisdictional TIF. Mr. Vonck said there is a TIF in place for the City right now. They will consider the multijurisdictional TIF once the current one runs out or if they are looking at an overlay. He feels this is a really good tool that allows the municipalities to partner. Mr. Webb asked if they will be studying the connectivity between downtown and this district. Mr. Vonck agreed they would. He feels the Packers have been a great partner and they have been making connections but are looking at making connections better.

There were no other comments or questions. Chair Patteson thanked Mr. Vonck for attending the meeting.

E. Late Communications

A handout was given to Board Members regarding Destinations Career Academy. Mr. Antonneau introduced Mr. McGowan, the International Vice President and Business Manger for the Operating Engineers of Wisconsin. Mr. Murphy from Miron Construction was also present to share information regarding the program. Mr. McGowan explained they used the Titletown District for a launch pad for a Destination Career Academy Program. It is the first

in the country. He explained how schools cannot afford to provide shop classes like they used to. The students are doing nothing but sitting in the classroom. They are being told that if they want to go anywhere they need to go to college. He said that some students want to make a living using their hands and those students need to be given career opportunities. They have partnered with K12 which is a virtual reality classroom setting, the private school district and Fox Valley Technical College. They put together a virtual reality classroom with open enrollment. The school boards are inquiring about this program and are very excited about it. They will be trying to get this statewide. He said people are leaving the skilled trades and they need to train more people. Titledown District is the perfect setting with the amount of workers they need for the current projects. They want to bring in the laborers, the iron workers, the finishers, etc. into a classroom setting like nobody's ever seen before. They announced this at a convention in Madison for career counselors. This is the big launch at Lambeau. He also met with the editorial board at the Green Bay Press Gazette. Instead of going to college they can be put to work in an apprenticeship program where they will earn money and when they graduate they will be well on their way without being in debt. He explained the skilled trades have been handed down through generations. This isn't a union/non-union thing. He said they want to keep the trades alive and supply the workforce for tomorrow. They used to be able to draw from the farms and now they can't do that anymore. Mr. Murphy could probably attest to the fact they are having a hard time finding people for building projects like Titledown. Mr. Murphy agreed and said that they are having difficulty getting enough skilled workers. This will be a way to communicate with the schools and students to show them there are other careers out there and they don't have to go to college. Miron Construction supports other projects internally to get people interested in the trades. They will have a problem in the construction industry because the average age of workers now is 45-50 years old. This program will inform students and get them interested in the skilled trades.

Mr. McGowan added that they have over 500 apprentices in their program now and they really search hard to keep feeding the program with new recruits.

Mr. Antonneau asked if the average salary reported on the handout included overtime. He said the base salary is high and then with overtime it would be a heck of a wage and these are good paying jobs. Mr. McGowan wasn't sure if the figure included overtime. He said there are benefits and pension benefits to take into account. Mr. Murphy said the highway projects pay a lot of overtime.

Chair Patteson asked what the capacity was for this program. Mr. McGowan said they want 150 enrollments. Chair Patteson asked if it was a four year program. Mr. McGowan said the student would be able to get four high school credits and four college credits if you start as a freshman. They have been accredited through McFarland School District and Fox Valley Tech.

She asked how many hours are spent doing a hands on apprenticeship versus a virtual classroom experience. Mr. McGowan said their apprenticeship program has 6,000 hours of hands on. If you take this class, and depending on how you score, you can go through the apprenticeship program at an accelerated rate. It could be reduced to possibly 4,000 hours. Chair Patteson said this sounds fascinating and she is glad to see there are some inroads being made. Mr. McGowan said he hopes they are blazing a trail to follow. Mr. Golomski said he

assumes the students could attend school after this program and keep skills up to date. Mr. McGowan said they could. He is happy the technical college and school boards were willing to accredit them. Mr. Golomski asked if they still have the steps from apprentice, to journeyman, to master. Mr. McGowan agreed. He asked about the time it takes to advance. Mr. McGowan said they are the same but with the program they could get them through it quicker. They are starting a summer camp as well to offer to students. Mr. Golomski asked about a boy's technical high school that went away and he sees this as very similar. Chair Patteson asked if this is open for everyone in the state. Mr. McGowan said it is.

Chair Patteson thanked them for coming and is looking forward to hearing more information in the future.

Mr. Webb presented another late communication that was an article regarding the potential for Green Bay to host the NFL draft.

Mr. Popkey explained that the NFL announced two years ago they were taking the draft around the country. At that time the Packers expressed interest and asked that they keep Green Bay in mind. The NFL produced a survey of interest and they went to Chicago because they put together a lot of extras. They included everything Chicago offered which was Grant Park and the Roosevelt Theater offered 2 million square feet which equates to 35 acres which is quite impressive and is roughly the size of the entire Titledown District. The hotel room nights used were reported as 36,000. Chicago is a big city and has a lot to offer but Green Bay probably has a unique sense of history and community. It wasn't a bid but they responded with the help of the CVB to indicate how they could host the draft -- describing the sites available and logistics etc. The NFL got back to the Packers and informed them they were not selected to be among the finalists but they will keep them in mind for the future. Mr. Popkey said that Chicago blew it wide open and they reported 200,000 attendees. That really impressed the NFL. The Packers did express interest and the NFL will keep them in mind. Mr. Antonneau asked what the other activities were that they offered. Mr. Popkey said they offered concerts and hands on experiences. It was a little like the Super Bowl. He said that market size, sponsors, media and other things were taken into consideration as well.

Chair Patteson asked if the number of fans in attendance was per day or accumulative. Mr. Popkey said that it was accumulative. She thought it could happen because if they had 100,000 people in attendance in one day it would compare to the Kickoff party the Packers hosted. Mr. Popkey said that was mentioned to them that they hosted 73,000 for the game and an additional 50,000 for the kickoff party. Chair Patteson said it would generate enthusiasm for the draft if they go to other cities. Mr. Popkey said that was their hope when they went to Chicago but they were just blown away. The NFL said 200,000 attended, Chicago estimated 250,000 and closer to 300,000 next year. If Orlando and other cities host the draft it would also draw fans. He will keep Green Bay on the radar for such events. Mr. Antonneau asked if a 150,000 square foot expo hall would help draw the draft to Green Bay. Mr. Popkey said it certainly would help. Mr. Antonneau asked about the bid funding needed to get the draft. Mr. Popkey said they didn't get into that. He said that Chicago had millions of dollars of support. He also knows this community would step up. Mr. Antonneau said it would be a sizable financial commitment.

Mr. Everts added that he sees the sports commissions bid on the Super Bowl and he heard that once that Chicago didn't get the Olympics they went after another big event and that funding went to the draft. Mr. Webb mentioned that New York probably didn't think it was such a big deal because they booked the Radio City Music Hall during the draft and it wasn't available. Therefore they went elsewhere. Mr. Popkey agreed that New York is large and can get events easier. He mentioned there are efforts to get the Horizon League Tournament here and he will continue to work on getting events to Titledown.

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

6. GREATER GREEN BAY CONVENTION AND VISITORS BUREAU FUNDING REQUEST – WAMO State Dart Tournament

Mr. Webb presented the bid to bring WAMO Darts to the Resch Center or the KI Convention Center. The way the CVB set this up is to do the bid and offer a package deal to bring it here in 2018 and 2021. Based on the amount of dollars and the type of return to the area it becomes a “no-brainer”. The return on investment is quite substantial for this event.

Mr. Everts gave a history of the event. They are looking at four other cities in The Dells and the Lacrosse Center. The request for funding is for \$5,000 and \$10,000 for the two years. It would bring in 6,600 room nights per year.

Mr. Antonneau asked if they have they looked at the KI Convention Center yet. Mr. Everts said they will tour when they are here for this year's event. They will still be using two floors at both places. Mr. Antonneau asked if they heard any comments about not having an escalator at the KI Convention Center. Mr. Everts said they have a concern about bringing the dart boards to the second floor on an elevator but they should fit. Mr. Golonski asked if the \$3.1 million is a conservative estimate. Mr. Everts said it depends if the gas prices are good and if the economy is good or not. Chair Patteson appreciates the economic impact the group brings and would like to see the tournament as she is unfamiliar with the sport.

Sen. Cowles asked if this amount was similar to the pool event. Mr. Kuehl said the amount contributed for the pool event was \$18,000. The economic impact and room nights were less than anticipated. It was generated by the volume of people and one person for three days was counted as three attendees but that is cleared up now and there are 4,000 attendees at the dart tournament.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY RON ANTONNEAU TO APPROVE THE \$15,000 REQUESTED FOR THE WAMO STATE DART TOURNAMENT. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. At the option of the Board, convene into closed session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes for purposes of deliberating or negotiating the purchasing of public properties, investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, to-wit; negotiation strategy regarding possible support of the above events through the District Special Events and Economic Development Fund.

8. Return to Open Session
9. Consideration of Action, If Any, Regarding Closed Session Discussion

No closed session was necessary.

10. COMMUNICATIONS (taken up earlier)
11. FEBRUARY AND MARCH 2016 FINANCIAL REPORT

Mr. Webb said the report is very straightforward. The only thing was there was no playoff game here in January. Subsequently the revenues will be down but expenses will be reduced by the same amount.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE FEBRUARY AND MARCH 2015 FINANCIAL REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

12. DIRECTORS REPORT

Mr. Webb gave a sales tax update and presented an email from Mr. Nate Ristow of the DOR. The DOR will be handling the sales tax going forward – accumulating the sales tax over a year and distributing to municipalities using the same formula as previously. The District is completely done with sales tax.

Mr. Webb presented the fund statement and investments for Special Revenue Fund. There is nothing out of the ordinary. The \$4 million represents sales tax, license plates, brick and tile sales, the first \$500,000 of ticket tax– plus money transferred from escrow account - consistent with the requirements in the lease.

Mr. Webb presented the investments the District is holding for the escrow account which don't change monthly – except for market value.

Mr. Webb presented the District User Fee Fund Statement. It shows there is \$14 million in the account of which a portion will be used for the \$4.5 million storm water retention project in the parking lot. He reported that Mr. Kuehl took a tour of the construction. He toured the atrium and west side premium seating. He also reported on the storm water retention project. It will be completed in July. Miron is performing the concrete work and there are subs for the technical work. The retention tank and suite projects are managed the same way as the other projects.

Mr. Antonneau asked if the storm sewer goes to the City which has huge problems with flooding when raining. Mr. Kuehl said it goes into the tank and is pumped at off times. Mr. Popkey said the tank will hold the storm runoff and it doesn't go directly into the City's system. He said the State updated regulations regarding sediment in storm water runoff. The City's system has had some challenges so they created a holding tank and have sediment come out before the storm water can go to the Bay. It goes to the City's system and goes out at distributed rate and filters sediment as well. Mr. Antonneau said he is paying the storm water management fee and the problems don't get any better but that isn't a Stadium District issue.

Mr. Webb pointed out the suite windows across the field. He said the thin line in the middle indicates where the bottom half opens up so the suite holders can view the game through open air. They will have additional heating like above the area outside the meeting room. Mr. Kuehl reported he toured a mockup suite that was used during the 2015 season. They made changes to the tvs with data ports for presentations, displaying logos, etc. The windows were upgraded as well as the furnishings and décor. The \$55 million project is still on schedule with one side being completed this year and the other side next year. They will arrange a tour for the Board at one of the upcoming meetings.

Mr. Golomski asked if anything was being recycled from the suites. Mr. Popkey said that some furniture and some other things were saved and donated.

Mr. Webb reported on the Special Events and Economic Development Fund. There are about \$1.1 million unaccounted for funds with \$600,000 funds not released yet. He brought up the possible release of funds for completed capital grants. This would not be funding we are holding to meet a condition. He is referring to the Meyer Theater and scoreboard project. They are current holding \$200,000 for scoreboard and \$50,000 for the Meyer to pay out over the next two years. These projects are completed and these organizations could use it more than us. He thinks it is important to continue to do contingencies to show their commitment before the release of funds. But these two completed projects met all the requirements are we are just sitting on it and can't earn any money on it. He thought if the Board was so inclined they could release the funds now.

Mr. Antonneau disagreed and said they should live by the original motion and shouldn't waiver on that because it could affect future precedence. Chair Patteson asked if there was any benefit to the District to retain it. Mr. Webb said they would get a small amount of interest. Nothing will change that would stop the District from giving them money. They are completed projects. Chair Patteson said it doesn't make sense to keep it and the best use of money would be to pay over to organizations because the Meyer Theater has loans. Mr. Antonneau said the agenda item doesn't mention which grants are being considered.

Chair Patteson said it could be put on the next agenda as a key agenda item. She feels there would be no harm in doing this and it wouldn't be a precedence issue. They could distinguish those from other funding requirements and phases, etc. and these projects are completed. She doesn't remember the reasoning – would it be so there would be funds available in the current year or taking away funds from 2016 to give to other things. She said they made policies to give away so much each year. She doesn't know if they even follow their own guidelines for other matters. She feels it should be put on the next agenda to give everybody a chance to think about it. Mr. Webb said the general reasoning was that the scoreboard was such a large project they didn't want to take a \$450,000 hit in one year. Mr. Antonneau said the Meyer and the scoreboard were the biggest projects ever and they wanted to keep close to an annual budget. They wanted to wait for the fund to be replenished and make sure it isn't depleted.

Mr. Kuehl said they originally had a capital grant size limit of \$100,000 which was part of the basis for making that decision to spread out payment over four years.

Chair Patteson looks at the report and sees there is \$1.1 million available but the amounts due to Meyer and for the scoreboards are included in the \$623,000. Mr. Webb agreed. He said it would be helpful to revisit the policy and Mr. Kuehl is working on showing how the approved projects meet

and don't meet benchmarks and will bring it to the meeting in June and they could review the whole process. Chair Patteson said if they are doing things that are divergent from the parameters they discussed and if what they are doing is acceptable they should revise their guidelines to reflect current philosophy. She is anticipating other board members would like to see the whole picture. Mr. Antonneau said he would hate to change guidelines over two things. He said that everything else meets the guidelines. Mr. Kuehl said there is a guideline dealing with the fund balance not going beneath \$1 million but this could be changed. Mr. Antonneau said there is a budget per year and if you go through all that he wants an estimate for the LSU game. Mr. Webb said he budgeted \$700,000 – \$800,000 – budgeted the same as a Packers game. He doesn't have the manifest of ticket prices.

Mr. Everts reported on future events. He said he met about a figure skating event and they will bid on the two sheet ice skating event or a one sheet and they are still uncertain. They will get more information before requesting a grant.

Mr. Antonneau said they should be looking at hosting the WIAA wrestling and more WIAA events. There was a possibility of combining the WIAA boys and girls volleyball. That is on the radar.

Mr. Webb referred to the previous funding request for the Colburn pool. The City is meeting now to discuss how to scale that back. He told Alderman Wery they would look at this again after the City completed their entire process and had approval for funding and design. The staff met with the Mayor on the Tundra Lodge pool option.. He also reported the Children's Museum is still looking at their funding.

Chair Patteson asked if they are still intending to have the exhibits. Mr. Kuehl said they still are and one is underway. He asked for an update and reviewed the grant conditions and told them he would need an updated description, sources and uses of fund, and schedule but he hasn't received anything yet. Mr. Antonneau said they had a special showing event. Mr. Webb said they haven't met the criteria to release the second set of funds. Mr. Antonneau asked what is different. Mr. Kuehl said he doesn't have a lot of information. The prices changed and may have come down. He asked if that would impact the schedule. If you change the overall cost of the project the District's percentage of funding becomes larger and this can't be done without going back to the Board. He needs more information. Mr. Webb said they would like a whole new budget before releasing the second set of funds. The contingencies are important and the District can't release funds if they haven't completed their responsibilities.

Mr. Webb presented an article regarding the women's bowling tournament coming to Green Bay. Mr. Everts gave an update on the event. They have heard that the additional funds the Stadium District Board provided put them over the top and helped them get the event. They won over Madison, Milwaukee, Wausau, and Racine.

Mr. Webb presented the Resch Center Scoreboard sources and uses of funds required by the agreement. The cost was \$1.6 million which was a little less than thought.

Ms. Ropson gave a post event update on the WIAA girls' state basketball tournament. She said attendance was similar to previous year – 37,500 tickets sold. There was one local team so the majority of attendees were from out of town. They loved the new scoreboard. Room nights were 2,100. They had trouble identifying what people are in town for the event. The Horizon League

Womens basketball tournament was also going on that weekend and they don't know if that deterred from attendance or not. It was another great event.

Mr. Everts gave examples of what the funding was used for -- email blast -- posters produced by PMI -- newspaper ad -- CVB elevator decals, etc. He also had pictures and examples of the hospitality the hotels had shown to teams -- jerseys hung in front lobby, etc.

Ms. Ropson said the PMI had some fun promotions at the event to make it an experience -- and capitalize on the scoreboard. The Green Bay selfies were displayed on it. Mr. Webb agreed that overall it was a great event. He asked for an attendance breakdown by session.

Mr. Webb presented the maintenance monitoring report for the first quarter of 2016. He asked if there were questions or discussion. Mr. Golomski asked if there is a projected percentage of costs going up yearly -- assuming they go up every year. Mr. Webb said they would report that in the shareholders report. Costs can be skewed by the number of playoff games and inflation. Additionally, with the suite renovation and the south end zone expansion, the maintenance costs went up considerably.

Mr. Webb reported on the detail of the NWTC first quarter report. He said the District pays NWTC \$5,000 a year to do this work for us. It is another outlet for trying to help various demographics in the area. Chair Patteson asked if the District was getting a good bang for our buck. Mr. Kuehl said they don't really have measures. They don't collect outcome oriented measures because it would cost more money to track. They kept this contract alive because of the statutes. If they fail to meet goals they must contract with the technical college. So they will always keep something going to meet statutory requirement. It is a small cost to try to help some businesses get a foothold. Mr. Webb said before they started the mentor protégé program they had a bigger program at NWTC. They did keep something alive for outreach and business counseling.

Mr. Webb reported on brick and tile sales. They are down a bit from last year.

Mr. Webb asked about future meeting dates. He reported that the December meeting location is in question. The Team prefers the District not to meet the day after a home game. He said the Neville and Meyer invited the Board to have a meeting at their locations. He can work with them to see if they would host our meeting rather than change the date of the meeting or change the location. The Board agreed to move the meeting location.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEN GOLOMSKI TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION PASSED UNANIMOUSLY.

13. OTHER MATTERS AUTHORIZED BY LAW

Mr. Webb had no other matters.

14. MOTION TO ADJOURN

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A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO ADJOURN THE MEETING AT APPROXIMATELY 5:00 P.M. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom
Administrative Specialist