

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 **Monday, August 30, 2010**, at 3:30 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

PRESENT: Ann Patteson, Giles Tassoul, Margaret Jensen, Sen. Robert Cowles, and Mark Anderson

EXCUSED: Ken Golomski

ABSENT: Ron Antonneau (arrived late)

ALSO PRESENT: Pat Webb, Greg Kuehl, Mark Murphy, Jason Wied, and media.

1. CALL MEETING TO ORDER

The meeting was called to order at approximately 3:40 p.m.

2. ROLL CALL

Roll call was taken. All board members were present except Ken Golomski and Ron Antonneau.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb mentioned he handed out a late communication regarding how pleased a fan was with the Stadium District and the Packers' organization regarding her brick order. Another communication was handed out regarding the administrative fees returned to the District this year in the amount of \$191,000. This puts the District over \$1.1 million in returned fees thanks to the efforts of Sen. Cowles.

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

5. PRESENTATION BY PACKERS

Mr. Murphy and Mr. Wied attended the meeting to present future development plans to the Stadium District Board. Mr. Webb mentioned he also included in the agenda the Packers financials that were presented to the shareholders. Mr. Murphy expressed his pleasure to be back at a board meeting and reported he and Mr. Wied will discuss the potential expansion of the south end zone as well as some of larger development around the stadium. He reported that the annual report received a lot of attention this year with the labor situation. It is the only access the players and others have to the financial records of any team in the league. He wanted to say that from a larger prospective he feels the financial statements show some of the concerns they have. The players' costs are growing at a much higher rate than the team's revenue. Another thing that comes through is the flattening of the local revenue. In the last three years the team has been at the exact same level in terms of local revenue. That leads him to ask what kind of things the team could do, particularly with the south end zone, to increase the local revenue to allow the team to remain competitive on the field.

STADIUM DISTRICT MINUTES

August 30, 2010

Page 2

He added that the Team wants the Stadium District Board to be an important part of this development and they are looking for help with the development plans.

Mr. Wied mentioned that he would like to send the financials along with more detail to the Board in advance and would like to present at a future meeting. He feels this would be beneficial. Mr. Webb and Chair Patteson agreed.

Mr. Wied presented the in-stadium improvements and those outside the stadium but within the four corners of the parking lot as well as potential ideas in areas the Team doesn't own or control but thinks they could have an influence on. They would like to be a participant and a supporter in all those things. When you look at the overall real estate the Packers are just one stakeholder of many. In reality they own less than 10 percent of the land the entire district entails. When you start to include the downtown and Military Avenue areas it is in the single digits in terms of how much the Packers actually control. This is really something that has to be the Packers and the community working together. They are pretty excited about the possibilities. One thing they know they can control, in cooperation with the Stadium District Board, is within the stadium. One area that has some real potential is in the south end zone. When the stadium was built they intentionally left the south end zone open for future development. The foundation and structure were built in a way that they could build something some day. That some day came quicker than what they thought. It is because of the landscape of the league, the collective bargaining agreement, the revenue sharing model, and because a lot of teams found ways to build new stadiums. When you see what Dallas has done and the Jets and Giants it really is incredible. He feels the south end zone could fill the gaps the customers see that they have. There are not a lot of options. It is a big stadium bowl, all single bench seats, and they are very proud of it. They feel it is the best stadium in the league. It has better sight lines and it is more intimate.

On the premium side, there are a lot of boxes and suites which has gone very well for the Team. There is pressure on them to continue to stay competitive with the premium areas. The vision for the south end zone is to get more people into the stadium. There are 83,000 people on the waiting list for tickets. To get more people in the stadium, they wish to develop the south end zone. They don't view it as an all premium area. They want to fill it with some club areas, maybe some standing room only areas. This is one of very few stadiums that don't have standing room areas. He presented a diagram with some ideas. They want to go up higher than the current configuration, covering the entire south end zone with four typical sections of outdoor seating. There is a potential to go up to the rooftop with a new scoreboard and having some standing room seats up there. It seems really high but in other stadium the second deck is higher than that would be. If these seats are priced right he feels they would be in demand by fans that don't get a chance to buy the other tickets. There may be areas for people who have other seats to congregate with other fans. The architecture of the stadium would be matched. It would look like it's always been there. They met with people from the Boston Red Sox organization who did a great job with all the additions to that stadium. That is the general idea of the plans. He stated they are still working with focus groups to build what they want. He showed the Board a rendering of what it may look like. Mr. Murphy added that every seat would be outside. There are plenty of inside seating opportunities and he feels there is a demand for more outside seating.

Mr. Wied also mentioned that the lease requires the Packers to stay inside the top 25% of the league in terms of technology and stadium conveniences. They are probably falling behind on the audio/visual system. The sound system is not great and in comparison with those around the league it is not as good. It is 10 years old and there has been much progress with the systems since. They have been consulting with some people on how to get the best possible sound in the stadium. He reported that when they had the hockey event here they seated 40,000 to give everyone good sight lines to the ice. Most stadiums put the ice at mid field and maybe half the people in the stadium can actually see the puck. They have to

STADIUM DISTRICT MINUTES

August 30, 2010

Page 3

watch the game on the video boards. Actually, a lot of fans at other stadiums like to watch the boards during football games. Concerts would be another event where better audio/visual systems would benefit. Promoters would have to bring in their own sound system but it would be better to have one installed that would work better for concerts.

Mr. Wied mentioned that they would speak with the Stadium District Board about the Capital Improvements Fund to see whether or not that would be appropriate to partner with them on for a new sound system. They are researching the cost and would get back to the Board at that time.

Mr. Antonneau arrived at 3:50 p.m.

Mr. Murphy added that one thought would be the first phase of development could be the new audio system and new video boards. He feels it would be a nice improvement for the fans to have and everybody would benefit. Sen. Cowles asked for clarification regarding using the \$13 million in the fund for this improvement. Mr. Wied said he doesn't know for sure but wanted to bring it to the District Board's attention because of the lease requirement to stay in the top 25% in terms of technology. That is the one area they feel they've been deficient in and feels the stadium doesn't compare with others in the league. It is their intention to remain in compliance and he thinks the Capital Improvements Fund would be a potential source for this improvement. There will be some more dialogue about it at the right time.

Ms. Jensen asked Mr. Wied about improving the parking for the players with this money. She wondered if that was still in the works. Mr. Wied answered that they are talking about that in conjunction with this development. He stated that improvement was put on hold and a lot of that had to do with the economy in general. The other reason for the delay was that they thought about more development regarding game day revenues. They looked at the south end zone and this may include improvements to player parking to basically get them out of the way. The current situation blocks traffic around the stadium on game day. It would be nice to get that out of the way. This is something they may still consider and it may be part of the program but just haven't finalized anything yet. They really want to work with the Stadium District on this to make sure they are on the same page.

Mr. Antonneau asked who they were working with on that parking improvement project. Mr. Wied answered it was Kahler Slater. Mr. Antonneau feels they seemed like a great firm to work with and wanted to know if they were still involved in the south end zone process. Mr. Wied mentioned they have stayed in touch with them but stated the architect they've used a lot was the one that did a lot of the work at Fenway because they were so impressed with it. Mr. Antonneau asked who that was. Mr. Wied answered it was Elkus Manfredi. Mr. Wied stated they will probably get to the point where they would want local architects and local engineers to look at the project as well.

Mr. Murphy added that one thing they are looking at is solving some of the problems they have with ingress/egress. There have been problems getting into and around the stadium. Mr. Wied agreed. In addition to looking at the south end zone they are looking at what needs to be done for existing customers. They are looking at different ways to get into the stadium quicker on all sides of the stadium. It is expensive when you look at elevator systems but they are studying that all around the bowl. Mr. Webb mentioned that one thing that came up on an annual review of the stadium was the ingress and egress on the west side is affected by one elevator being used by the coaches and media. There is a long line of people waiting to get to their suites due to this.

Mr. Murphy pointed out that the press box is located in a prime location. One of the ideas would be to create a fan area there and move the press box. They are still looking at it and the plan would only add about 250 new seats. People in the focus groups like the idea of having a gathering area with access to

STADIUM DISTRICT MINUTES

August 30, 2010

Page 4

game information and viewing camera angles, etc. Mr. Wied mentioned they want it to make sense and to generate a return. Mr. Murphy added they have gotten good response to the different types of seating. There was an idea to have a play zone with video games and pool tables but people didn't like that. Another concept was to use the space behind the seating for non-game day events such as parties. Mr. Murphy added that a stage could be built into the area as well without risk for damaging the field. Mr. Wied said a large part of the stadium is not available for large concerts because the seats are behind glass. Therefore, the seating in the south end zone would add space for that.

Mr. Wied showed the Board an aerial shot of Lambeau. He stated that Lambeau Field has been judged the best game day experience in the NFL. He wants to make sure people still have this experience. It is a community partnership. It can be a unique venue for special events. He feels there are additional uses and the Team has been working hard with PMI and the Stadium District on finding some additional events. The Team was very proud of the LZ Lambeau event even though the discussions became focused on security costs. At the end of the day the Team got together with the Stadium District, the City and the County and feels everyone was happy with the outcome. The event itself was very good and he was proud to have the veterans in the stadium.

Mr. Wied mentioned Lambeau is a regional attraction. They draw from all across the country on game day but on non-game days they draw from a limited region. They'd like to be able to draw from further out. The Packers can't do that by themselves. Foxborough did a great job with Patriots Place but it is close to Boston and they get millions of people through there. The Packers don't have that luxury but would like to get people to drive here. Wisconsin Dells and Door County have done a great job of attracting people and he feels Brown County can do the same if the community comes together and does it the right way. At a minimum he feels lending the Packers name to a broader development can make it very attractive to others. The area of development they are focusing on is Hwy 41 down Lombardi Avenue to Ashland Avenue. Also important to all the community leaders they've spoken with is the development along Military Avenue and downtown. They are taking that into account in their plans to help develop the entire region. They don't look at this as being competitive with downtown.

Mr. Wied stated that the overall concept of this district would be hospitality--a community gathering place. They are also looking at a sports complex. They feel it could be the youth sports capital of Wisconsin. He reported that Minnesota, Detroit, and Indianapolis have been successful with this concept. They also thought a health and wellness center could be worked into this concept. They feel it ties in nicely with the Packers name. Destination retail would be a huge, critical component. An exhibition hall is something they talked about in conjunction with PMI and VCB. There are space limitations in the current facilities. They feel they could be more competitive if they had additional space. He mentioned that there are additional entertainment opportunities here especially in coordination with the Veterans Memorial Complex. They'd like to improve some things in the stadium to hold things here too.

He stated that the sports complex idea was the one that received the most enthusiasm. Mr. Murphy added that there could be some additional sports such as the Bullfrogs. The real focus would be in youth sports. There are enough venues in the area that the events would be spread around and then the championship games would be held here.

Mr. Wied is proud of the Pro Shop and stated it is probably the most marketable professional team space there is in the NFL. Therefore, they'd like to get more people here with destination shopping.

STADIUM DISTRICT MINUTES

August 30, 2010

Page 5

They are not trying to take away from any of the area businesses or convention centers and have met with the community leaders along the way. He feels anything they bring here will help them rather than hurt them.

They are also very proud of the Packers Hall of Fame but want to do more to entertain people in this area.

Mr. Murphy mentioned the Patriots are putting in two new scoreboards right now. This would help here to enhance the fans' experience.

Mr. Wied concluded the presentation and asked if the Board members had any questions.

Ms. Jensen asked about the area business that have been here for years and thinks they probably feel the Packers are taking away their business. She wondered if there was anyway to include them or give them some marketing advantage. Mr. Kuehl reported that the economic impact study included a survey to local businesses and there wasn't much reported about this in the results. He wasn't sure if they chose not to speak up or not but there were very few complaints in terms of the competitive aspect. Some people may feel that if the market is bigger the whole market does better. Mr. Murphy agreed that if the Packers are successful in bringing 4-5 million more people into the community, hopefully everybody will benefit.

Sen. Cowles asked about the structures associated with the sports complex. He wondered if the Team anticipates owning them or just the land. Mr. Wied answered that it would depend on where they are. The Team owns some of the land to the west. The property owned to the east is already being utilized. Most of the property for a youth sports complex which would be to the east sits on private property right now. It might be a combination of both public and private. The Packers might not be involved at all other than lending their brand and expertise to it if it is wanted. They don't have to own it and it hasn't been their intention to own every piece of it. They feel it would be better if the community and individuals in the community own a lot of the properties. Mr. Murphy feels a group like PMI would be well suited for getting teams here to utilize the facility.

Ms. Jensen asked about a situation where Mr. Golomski spoke with college football teams to get them to play at Lambeau and it never worked out. Would that be feasible now. Mr. Murphy stated this is something they are open to and has had several discussions with Barry Alvarez about the Badgers playing football here. They are looking at something in 2017 or 2018 because scheduling is done well in advance. He's looking at a two-game series with the University of Notre Dame where they'd have one game here and one at Soldier Field. He's also had discussions with Jim Delaney of the Big 10 about hosting the Big 10 championship game. In 2011 they've decided to go to Indianapolis but he will continue to communicate to the Stadium District Board about these possibilities.

Mr. Murphy discussed the possibility of hosting a Super Bowl. It would be nice and Lambeau is attractive due to its history but they look at the weather and logistics of the area as well.

Mr. Webb mentioned that Lambeau is a very expensive building to host smaller college football games. Mr. Murphy agreed that they want to have meaningful events her.

Sen. Cowles asked about the timing and expense involved with the end zone development. Mr. Murphy answered that the first phase would be the sound system and video boards. Mr. Wied said it would probably take place in the next couple of years.

STADIUM DISTRICT MINUTES

August 30, 2010

Page 6

Chair Patteson asked if they know the anticipated revenue after the end zone development has been completed. Mr. Wied said they are still working on the numbers. They want to make sure it is a very sound investment as well and will share those numbers with the Stadium District when they have them.

Chair Patteson thanked Mr. Murphy and Mr. Wied for attending the meeting. She is happy they are working with the other municipalities involved and likes the project in concept. She feels the District would be happy to partner with the Team and the community. Mr. Wied mentioned he is excited about the prospects and that there is a lot of work to do. He will bring the financials to the next Board meeting, including discussion regarding the player costs. Mr. Webb thanked Mr. Wied and Mr. Murphy for their time and they left the meeting room.

Mr. Antonneau commented that he wants to make sure this development is truly a community project. He stressed the importance that area vendors be used and wondered if they are not speaking publicly because of the possibility of backlash. There was mention of the food vendor issues he's had at games and wanted to give local food vendors at least a chance to bid on the business. Ms. Jensen agreed that many of the area businesses probably don't speak out because they risk ruining their reputation with the fans. Chair Patteson asked if the survey was anonymous for the economic impact study. Mr. Kuehl reported it was. They did have the change to share their name if they wanted to be included in a drawing for prizes. However, the Team and the District only see the aggregate results. Mr. Webb mentioned that they made every attempt to separate this study from the Team. There were specific questions asked of local businesses that were approved by the Board. The economic impact study is due in its final form soon and will be shared with the Board.

A MOTION WAS MADE BY RON ANNTONNEAU AND SECONDED BY MARGARET JENSEN TO RECEIVE THE PRESENTATION AND PLACE ON FILE AND TO HAVE THE TEAM RETURN TO PRESENT FINANCIALS AT THE NEXT MEETING OF THE STADIUM DISTRICT BOARD. A vote was taken. MOTION CARRIED UNANIMOUSLY.

6. APPROVE MINUTES OF JUNE 30, 2010 MEETING

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY GILES TASSOUL TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. LATE COMMUNICATIONS

Mr. Webb talked about the email Ms. Roskom received from a satisfied brick customer. It says a lot about what the program means to the fans. Many fans order bricks or tiles in memory of a loved one and we hear many sad stories. Chair Patteson said the email was very touching.

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

8. CONSIDERATION OF RESOLUTION 91 – APPROVING AND AUTHORIZING CONTRIBUTION OF LZ LAMBEAU NET PARKING AND TICKET TAX REVENUE TO FRIENDS OF WISCONSIN PUBLIC TELEVISION

Mr. Webb stated that this resolution approves donating approximately \$7,400 to LZ Lambeau in ticket tax. The resolution also mentions that the District already gave LZ Lambeau \$10,500 in parking revenue. These donations together total \$18,000.

Mr. Antonneau wanted to know why the District was doing this. Mr. Webb thought it was a nice gesture since the organization was falling short in covering the event expenses. He mentioned that the City and Village of Ashwaubenon have also contributed to the shortfall.

Mr. Antonneau asked if the funds were from the capital improvements fund. Mr. Webb stated they were from the special events fund. Mr. Antonneau wanted to know how the District could use the special event fund. Mr. Webb answered it was set up to use for a concert or a special event and there is approximately \$150,000 in the fund now. The Packers turned back \$30,000 and the Village of Ashwaubenon never charged for security. Chair Patteson mentioned that the District kept \$25,000 to cover administrative costs. She said it was not the District's intent to profit from this event and to give the parking revenue back to LZ Lambeau seems justified along with the unanticipated ticket tax that was collected. Mr. Antonneau wanted to make sure others were giving back as well. He also wanted to make sure they weren't discriminating against other events. He also wanted to be sure the organization was sharing the sacrifice. Mr. Webb didn't know if there was a way to verify that.

Chair Patteson wanted to change the wording in the resolution about the specific amount listed as a budget deficit. She thought that amount might change eventually and wasn't sure if it should be listed. Mr. Kuehl offered to take out the whole line. Mr. Antonneau thought it was important to have that listed because it acknowledges they had a deficit and explains with the District is doing this. Chair Patteson agreed and thought it should just be listed as a deficit and not list a specific amount.

A MOTION WAS MADE BY SENATOR COWLES AND SECONDED BY RON ANTONNEAU TO APPROVE RESOLUTION 91 with the changes. A roll call vote was taken. 6 ayes – 0 nays. MOTION CARRIED.

Sen. Cowles asked if the District would write a check for LZ Lambeau. Mr. Webb said they would settle up with the Team and LZ Lambeau and wire funds to the Team and LZ Lambeau as necessary.

9. DIRECTOR'S REPORT

Mr. Webb gave a project update and referred to the debt service reserve fund. He asked Godfrey & Kahn for the opinion on its usage to retire the bonds. Their response was that he would not be able to use any of the reserve fund until the outstanding balance of the bonds gets down to the \$7.5 million level.

Mr. Webb reported on sales tax collections. The numbers have been down for another two months. They are down 2.5% for the year which is comparable to Miller Park. He's still trying to track down numbers for lost internet sales. Mr. Antonneau wondered why Brown County and Milwaukee County are down because they are the two largest areas. Mr. Webb stated he could bring in some numbers again.

Mr. Webb reported on the fund statements. The Capital Projects Fund is at \$13 million. Sen. Cowles asked if these funds would be used for the south end zone scoreboard. Mr. Webb said they could request those funds. Chair Patteson would like to get some idea of the additional cost and the anticipated revenue to put up the scoreboards. Mr. Antonneau reported that he goes to away games and knows the Packers scoreboards are not the worst out there. He asked if only District funds would be

STADIUM DISTRICT MINUTES

August 30, 2010

Page 8

used for the new scoreboards. Mr. Webb stated that the \$13 million in this fund could only be used for capital improvements and then their own funds would be used.

Mr. Webb reported on the Debt Service Fund. He pointed out that an additional \$191,000 in administrative fees was added to the fund, bringing the total to \$1.15 million. Chair Patteson thanked Sen. Cowles for his efforts to get this money back to the District.

Mr. Webb discussed the bond analysis. There is about \$18 million the District doesn't have funds for. So if the sales tax collections continue to be about \$1.6 million a month or \$20 million a year – the bonds should be paid off in a year.

Mr. Webb reviewed the Special Revenue Fund. License plate collections are at \$4 million. Income tax checkoff collections are at \$850,000. Both of these programs have been very good for the District. They will help to retire the sales tax early. In addition to the \$1 million collected in brick and tile sales, it all adds up.

Mr. Kuehl gave an insurance update. He had a walkthrough with Travelers Insurance to collect underwriting information. They were most interested in the fire systems, electric rooms and the structure. Everything went well and it was determined the stadium is a good risk.

Mr. Kuehl reported on the draft capital improvements plan. They discussed the projects that were completed this year. They were all discretionary improvements and paid for by the Team. He reviewed the table on page 12 of the plan. It lists the projects as the area development plan, carpet replacement in the Team area, concourse speaker upgrade, evergreen growth blanket, Hall of Fame upgrade, kitchen waterproofing, laundry hot water capacity upgrade, players lounge upgrade, suite window safety glass replacement, Team dining remodel, and upgrade video capabilities in Atrium. Mr. Antonneau asked if these seemed like elaborate expenses, especially because they just spend \$1 million to move the Hall of Fame. Mr. Kuehl thought the Hall of Fame upgrade expenses were not that bad and were mostly to improve functionality of exhibits. The players dining area improvements entailed adding a second serving line. The suite glass needed to be replaced because the glass panels were moving with weather and expansion/contraction. The players lounge needed improvements to add seating.

Chair Patteson wanted to emphasize that these improvements didn't need the Stadium District's approval. Mr. Kuehl agreed that these projects and improvements were reported to the District for our information.

Mr. Antonneau stated that if the Team comes forward at the last minute to ask for funds for a project people shouldn't be surprised if he wanted to carry over a meeting to make calls, look at issues, look at things and talk about improvements because it is millions of dollars. He just wanted to see that up front. He wants a cursory review before voting on spending millions of dollars. Chair Patteson stated it is her expectation that they will come to the District far in advance with a plan at the conceptual point and she feels they will continue to work with us. Mr. Antonneau reminded the Board that the last time they requested the funds they wanted an immediate answer. Chair Patteson thought this was being handled much better than before.

Mr. Webb reported on an invitation that Mr. Murphy sent to the Board members to go to a reception with the NFL commissioner. He asked for a legal opinion from Mr. Vande Castle which was attached to the agenda. He reported that there were two issues with this invitation. One was that it could have been misconstrued as an open meeting which would have had to be noticed and would have created a problem. Second, the opinion was that it was appropriate for the Chairperson to attend and speak with

STADIUM DISTRICT MINUTES

August 30, 2010

Page 9

Mr. Goodell about District issues. Chair Patteson shared her conversation. She stated that the invitation was issued quite late and she felt badly about not having all board members attend. She said her primary reaction to it was that it would create problems to adhere to open meeting laws because the event wasn't meant to be open to the public. She didn't think that was fair to the planners of the event. She also mentioned that Mr. Vande Castle's opinion almost compared meeting with Mr. Goodell with meeting a rock star. She felt it really came down to not changing the nature of the event with adhering to open meeting laws. She assured the Board members that she represented the Stadium District and they spoke about the interesting issues that have been brought up at meetings such as internationalization of the games, hosting a Super Bowl, etc. It was a nice reception and it was nice Mr. Goodell attended the Packers shareholders meeting. Sen. Cowles asked if the negotiations with Time Warner Cable came up at all. Chair Patteson said it didn't come up and she didn't raise it. Sen. Cowles reported that Mr. Goodell actually called members of the state legislature about it. Mr. Webb explained that the issue is that the NFL Network is still not carried on Time Warner Cable which is one of the major providers of cable service in Wisconsin. Mr. Kuehl reported that it was brought up at the fan forum that was held in the atrium after the shareholders meeting. A fan thought it was unfair that he couldn't get the NFL Network without paying an exorbitant amount for it. Mr. Webb stated that ESPN and Time Warner Cable will soon be in negotiations as well.

Mr. Webb reported on special events. He stated that there was a 5K held here which was pretty well received. He presented some data for the 2010 Cellcom Marathon. A survey showed the approval rating for the starts went up quite a bit which is all part of it being held as a 2-day event. He stated that the stadium might hold a concert next June and it is still being worked on.

Mr. Webb gave an economic impact study update. The next draft was sent to the work group and a final review will be held soon. The study would be issued to the Board prior to a press conference. Mr. Antonneau asked about a timeline. Mr. Webb hoped it would be released in mid-September.

Mr. Antonneau asked if the Stadium District Board got a copy of the HOK Study. Mr. Webb asked what that study was. Mr. Antonneau answered it was a study from 2008 about the county. He feels it might be something to review and get a general knowledge of it. Mr. Webb offered to track it down if it is a public document. Chair Patteson said a copy was presented to her and she identified the issue as finding the appropriate placement of a new expo center. The Packers concept is to have the expo center as part of their project and the current facility next to the Resch Center is viewed as important. She feels that as the Packers and the community come together they will try to develop the most appropriate plan for everybody's benefit. Mr. Antonneau feels it is important for the District to know what others feel because they all support the HOK Study. He wants the District to have all the data and information. Mr. Webb feels that he could bring in Brad Toll to discuss this after the Packers get further along with their plan. Mr. Webb will track down the study.

Mr. Webb mentioned that the maintenance study was completed in July and a presentation will be given to the Board by Sigma next month. One of the things the Board asked was if Sigma was ever here on game day. Mr. Webb wants to arrange for Sigma to visit during a game to review the facility in action. Chair Patteson feels it would be appropriate to pay Sigma for their services if they are working on a game day. She thinks it would be valuable to evaluate the maintenance operations while they are in use. Mr. Webb wants to negotiate their services.

Mr. Webb reported on MBE/WBE. He presented a memorandum of understanding with NWTC. He reminded the Board that they were scaling back the contract with NWTC to be in compliance with the legislation and the lease. NWTC has accepted this proposal and is ready to sign the agreement.

Mr. Webb referred the Board to the Project Coordinator's Quarterly Report. It doesn't show percentages at this time however it shows there was a significant increase in the amount of operations and maintenance participation over last year. For the first half of the year it is up about 60 percent. This shows some of the additional programs with more outreach to businesses are helping. The mentor protégé program has also been established and Mr. Kuehl reported on the groups first meeting. He explained that the idea is to bring small businesses in with an existing larger firm to partner with for mentoring to help them develop their business and grow. The partnership is focused on established businesses looking to take the next step of growth. It doesn't pertain to the start up of new businesses which is what the entrepreneur program at NWTC helps with. This program is in the organizational phase. This program is not a requirement of the statutes but it is something the Packers want to do to help some of these businesses.

Mr. Webb reported on the brick and tile sales for the month of June and July. He stated the sales were slightly ahead of budget. He had budgeted \$14,000 and the sales are already at \$17,000. He reported that the Team asked to start an employee recognition program to offer them bricks or tiles. A pricing structure has been offered to the Team to recognize the contribution they already make in paying for the installation costs. The employee bricks and tiles are being offered at about half the retail price.

He also reported that the spring installation was completed a little late and the next installation will take place in October.

Mr. Webb reported that as the debt is getting closer to being paid off, he'd like to present to the Board all the obligations of the District under the lease and under the law and what the District does to meet those obligations. He doesn't want people to think that as soon as the debt is paid off that all the duties go away. He wants to make sure that the Board is aware of what their options are to meet the obligations. If the Board would chose to change things they could review these requirements and decide how to proceed. Mr. Antonneau thinks this is a good thing in case the Board decides to go away. Mr. Webb explained they can't go away until 2015. Everything will be laid out and presented in March 2011 to give the Board some time to think about how they want to handle things in 2012 and beyond. Chair Patteson asked if they could have a mortgage burning party. Mr. Webb thought it would be nice to invite the old board members back and have something to celebrate this milestone. He feels it has been quite the feat to pay off the bonds in ten years.

Ms. Jensen asked what would be appropriate and what other boards do. Mr. Webb didn't know. Chair Patteson stated that this is a special purpose board and it is different. He reiterated the fact that the Legislative Fiscal Bureau concurs that as long as the Board is in existence they need to continue the monitoring and those obligations.

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

10. JUNE AND JULY 2010 FINANCIAL REPORT

Mr. Webb reported there were no highlights in the report other than the sales tax numbers. He reported that July sales were up nationally and will wait to see if that translates to our local sales tax numbers. He will pull together the state and Milwaukee area sales tax numbers and bring them to the Board next month.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY GILES TASSOUL TO APPROVE THE JUNE AND JULY FINANCIAL REPORT. A vote was taken. MOTION PASSED UNANIMOUSLY.

11. OTHER MATTERS AUTHORIZED BY LAW

Mr. Webb will contact everybody about a news conference on the economic impact study and make it a public meeting. If nothing else it will be ready for the next Board meeting and do it in conjunction with that. If he needs an earlier meeting he will get in touch with everyone. There will be two major things on the next agenda -- Packers to review financials and Sigma's maintenance audit. Mr. Antonneau asked if it would be possible to get an executive's summary. Mr. Webb stated there is one included and will get that to the Board beforehand. He's also like the media to see the report before the press conference. He will ask the consultants to attend the conference as well. He feels the report is very legitimate and is comfortable with the findings.

There were no other matters.

12. MOTION TO ADJOURN

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY GILES TASSOUL TO ADJOURN AT APPROXIMATELY 5:30 P.M. Vote taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom
Administrative Specialist