

**LOUISIANA STADIUM AND EXPOSITION DISTRICT**  
**BOARD OF COMMISSIONERS MINUTES**  
**FROM THE MEETING OF FEBRUARY 20, 2025**

**ROLL CALL**

**PRESENT:** Chairman Vosbein called the meeting to order. Present were Chairman Vosbein, Vice Chair Hilary Landry, and Commissioners Daniel Becnel, Matt Bowers, Tommy Cvitanovitch, and Cedric Richmond. Absent was Commissioner John Condos. A quorum was established.

**WELCOME BY CHAIRMAN VOSBEIN**

Following the Pledge of Allegiance, Chairman Robert Vosbein's opening remarks included: Congratulations to the ASM Staff for a magnificent and successful Super Bowl Experience. The local and national media were very complimentary. The attention to detail and effort paid off with tremendous success. Further Super Bowl updates will be provided by Doug Thornton and Evan Holmes.

Due to time constraints, the Legal Report was taken out of order. Mr. Roedel noted 11 Resolutions for consideration, all of which were vetted, explained, and approved by Motion/Resolution. Attached to and made a part of these Minutes is a full set of the Motions/Resolutions that were approved at the February 20, 2025, meeting. Following the completion of the Legal Report, the Chairman moved back to the regular Agenda.

The Minutes of the January meeting were adopted on motion of Commissioner Richmond, seconded by Commissioner Becnel, all present voting in favor.

The ASM Report was begun by Doug Thornton. Mr. Thornton thanked the Board for its support leading to a successful Super Bowl. The Staff did an unbelievable job under the leadership of Mike Schilling and Farrow Bouton. Jeff Powell handled the extra security required by the Secret Service for the President, especially in light of the January 1 events. Alex Gonzales and Laurie Ducros handled the Guest Services and Game Day Staffing with great success. Sodexo performed with excellence regarding food and beverage delivery across the campus. The Wi-Fi and DAS systems performed in a robust manner. The Secret Service/Presidential visit created certain challenges that were handled effectively. The NFL Command personnel were very complimentary of the Super Bowl Experience. The Hotel Tax revenues will uptick, given the 4-day minimums and hotel rates in the marketplace, which created a significant economic impact.

In response to comments by Commissioner Richmond, Mr. Thornton further explained the 2-year planning process for Super Bowls, the infrastructure improvements around the City, the cooperation from the Governor's Office and Homeland Security, and the overall positive comments by everyone concerned.

Evan Holmes then supplemented Mr. Thornton's report, as follows. The NFL and its broadcast sponsors were very complimentary. The NFL has had control of the building from January 6, 2025, through late February. The ASM Staff was displaced and inconvenienced in certain ways but performed admirably and at a high level. The week-long events were very successful and allowed for fan interaction with players, coaches, etc. The Wi-Fi and DAS systems performed very well, far above minimum expectations. The Smoothie King Center was also part of the overall perimeter and served as a major hospitality area, as did Champions Square and Club 44.

A brief video summarized the work required to meet the needs of these events. Abby Jones previewed the video with her comments. The ASM Team includes rising stars with leadership qualities. Mr. Holmes introduced Farrow Bouton, who praised the exceptional performance required of a Super Bowl, including the adversity faced by New Orleans pre-dating this event. 1,200 people on ASM Staff are required any given major event.

Alex Gonzalez served as the Event Services Manager (the "Quarterback of Operations"). Mr. Gonzalez then made the following comments: Mr. Gonzalez's Department coordinates 570 events per year, planning and coordination, security and logistics, distribution of information, all of which contributes to successful events at the Superdome and Smoothie King Center.

Laurie Ducros spoke next. She has 35 years of experience working with the Box Office and Guest Services. The efforts require full-time members and part-time members, all of whom fill roles such as ushers, ticket scanning, ADA services, team training, Event Services, and both in-person and virtual training. This year included the roll-out of ASM Academy, which is a training platform offered through ASM Global, with the ultimate goal to enhance guest experience on Event days. She receives feedback from the Saints, the Pelicans, and others via surveys. The Reward/Recognition Program is important to acknowledge ASM Team Members. An Annual Team Member Appreciation Party is held, along with other events to reward Team Members and their families.

Next, Jeff Powell heads up Security. Mr. Powell has deep experience with ATF and the Louisiana State Police, so he is well-prepared to lead the Security and Safety Department. A major event will include up to 300 part-time, unarmed officers who are certified and licensed. His Department includes 26 full-time SWAT personnel and 24/7 security personnel, all armed, licensed and fully trained. His Department works closely with Orleans Parish, Jefferson Parish, and the Louisiana State Police. His Command Center operates 24/7 with 794 cameras installed throughout the facility and direct contact with the City NOPD and State Police. His Department is a Licensed Security Company with the State of Louisiana. For the Super Bowl, the Department of Homeland Security did multiple site visits to assure proper and qualified technology, resources, physical barriers, and screening to satisfy State and Federal designations.

Chairman Vosbein again thanked the overall team for their excellent performance and report to the Board.

Mr. Holmes then continued his report to include the coordination of nine Home Pelicans Games; the sold-out Mary J. Blige Concert and then introduced Finn Bendana to cover upcoming event slides.

Mr. Bendana then discussed: the Jim Gaffigan/Sebastian Maniscalco Comedy Event; the World Wrestling Smackdown at Smoothie King Center; the Endymion Extravaganza at the Superdome; the upcoming Katt Williams Comedy Show; the Home and Garden Exposition; the Shine Down Rock Band Event by Live Nation; the press conference to announce the Billy Joel and Stevie Nicks performance; and the upcoming Pelicans Home Games.

Daniel Burke then provided the Financial Report, as follows: Fiscal Year 2025 has been successful. The Hotel Tax Trend is positive; the Taylor Swift spike is very helpful, with fiscal year-to-date running 10% higher than Budget. Event counts at the Smoothie King Center are consistent with Calendar Year 2024. Average Net Event Income is up slightly above Budget Projections, and the Superdome has a good baseload of Events on the calendar.

Eileen Long provided the Capital Projects Report, including: the Alario Center Marquee Project; Change Orders for the John Alario, Jr. Sports Complex Project; the Shrine on Airline Contract with the Architects has been executed; and Project Programming should begin in March 2025.

Kathleen Turner then provided the Diversity and Business Opportunity Report which included: the Super Bowl participation process; the Xavier University Panel, which included Doug Thornton representing ASM Global; Bruce Kraus representing Sodexo; and representatives from the Saints, Pelicans, Entergy, and Ochsner Health to discuss long-term opportunities for local under-represented businesses. ASM Corporate is in the process of initiating a new corporate supplier program that will assist ASM in achieving its goals across other ASM venues.

Commissioner Richmond then recommended opportunities to showcase Louisiana-based talent in the Music and Film Industry, the Business World, and other opportunities, including the Space Industry and the Ship-Building Industry.

Thereafter, there being no need for the LSED II meeting this month, on motion of Commissioner Becnel, seconded by Commissioner Cvitanovich, the meeting was adjourned at 2:53 PM.