

LOUISIANA STADIUM AND EXPOSITION DISTRICT
BOARD OF COMMISSIONERS MINUTES
FROM THE MEETING OF AUGUST 25, 2022

PRESENT: Chairman, Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin

ABSENT: Commissioner Wells Watson.

ROLL CALL and WELCOME

Chairman France called the August 25, 2022 meeting to order at approximately 1:16 p.m.

I. APPROVAL OF MINUTES OF JUNE 26, 2022 MEETING

Chairman France asked for a motion for approval of the Minutes for the July 28, 2022 LSED Board of Commissioners Meeting. Commissioner Alario moved for approval of same, seconded by Commissioner Smith. All were in favor, and the Minutes of the July 28, 2022 Board meeting were adopted.

II. ASM REPORT

Mr. Thornton begins his report by highlighting the exceptionally high hotel tax collections from June, stating that it was the highest June collections over the last five years, which puts the LSED ahead of the budget at start of the new fiscal year.

From a self-generated revenue standpoint, the LSED is continuing to find ways to increase revenues, improve operating margins and lowering costs where possible. Evan Holmes has undertaken an initiative to review all operating systems to find ways to optimize revenues. The new point-of-sale system that was recently installed is now operational and in practice mode for staff training purposes. This new system will cut transaction times significantly and increase throughput and revenues.

Mr. Thornton then gives a visual presentation showing the different measures being taken in the Superdome to mitigate the impact on the fan experience while the dome is undergoing construction. The biggest impact will be on public circulation inside the building due to a narrower concourse as well as bathroom closures and permanent concession areas that will not be in use during this upcoming football season. Architecture and special events planning firm, Populous, has been contracted by the Saints to help map out and plan alternatives for game days, these alternatives include an exterior concourse, air-conditioned seats and portable restrooms outside of the Dome that help to manage flow and keep most of the traffic flow outside when patrons are unseated. This is going to be the toughest year in terms of operational impact. The whole team has been planning for months in order to get this figured out.

Mr. Thornton finalizes his report with mention to the USL soccer organization and the Shrine on Airline; the LSED has been working closely with Louisiana Economic Development and JEDCO on financial incentives for the team and the outlook is favorable as negotiations continue. **[This concludes Mr. Thornton's Report]**

Mr. Holmes begins his report by briefly discussing the current status of Phase 3b of the construction project, mentioning that most of the demolition is complete and the rebuild of the space is underway. Construction will continue throughout the football season though not during actual games.

In regards to updates, the point-of-sale system will be replacing very antiquated technology and will help to speed up the concessions process to make things run smoother and more efficiently to improve the guests experience. The new exterior perimeter plan has come together in a matter of months, thanks to Mr. Farrow, Mr. Schilling and their amazing teams. It is an amazing thing to watch it all come together and it has been an all hands on deck undertaking. Chairman France thanks the team for all of their hard work throughout the process.

Mr. Holmes continues his report by highlighting the events from the past month, including the Dude Perfect show, which drew a large and enthusiastic crowd of kids. The Kendrick Lamar concert, which is one of the most popular shows on the road right now performed really well in terms of attendance and entertainment. Mr. Canazio gives an update for the upcoming shows for the first and second quarter of the Fiscal year. The Millenium Tour as well as The Eagles will be at Smoothie King Center in the Fall. Many shows in the pipeline that we are not ready to announce just yet.

Mark Waguespack gives the marketing update and mentions that The Eagles show has major earning potential as they have already broken records in terms of ticket sales and pricing. Email campaigns are making a huge impact, with 268,000 sent out last month and seem to be the best lead generating system based off of past ticket purchases and dollar amounts. Retargeting ads generated over \$100,000 and it's great to see how that system has been working. In an effort to generate more revenue, we are using paid social media ads and pushing premium seating campaigns.

Kathleen Turner shares the DBE performance discretionary spending report and the following numbers for each venue: Shrine on Airline (52.7%); Champion Square (5.4%); Smoothie King Center (12.2%); Superdome (24.7%). There will be a departmental participation review, to improve these numbers, gain more DBE contracts and be more inclusive. In terms of HBCU participation, Dillard University has provided us with their internship requirements, along with names of students who are particularly interested in working with ASM in various departments. The YouthForce NOLA program was a success and had over 150 students across the city sharing about their enthusiasm and new outlook for their future.

Mr. Holmes, concludes his report by mentioning the busy weekend ahead with events like Lil' Weezyana Fest in Champion Square and Luke Bryan at the Smoothie King Center on the same day.

[This concludes Mr. Holmes' Report]

IV. FINANCE REPORT

Mr. Weidler began his report by referencing the estimate for the Superdome/Smoothie King campus, which includes a surplus of \$1.8million for the first time in three years. The first two months of the Fiscal Year are off to a great start with positive cash flow, which will be held in the Capital Reserve account for future necessity. The audit is ongoing and keeping the departments very busy.

Mr. Weidler concludes his report by mentioning that 2024 preliminary budget is due at the end of October and is in process, although there is not any history to base it on and most of it will be based in good faith estimates.

[This concludes Mr. Weidler's report]

V. CONSTRUCTION REPORT

Ms. Long begins her report with mentioning that the turn out the pre-bid meeting at the John Alario Junior Sports Complex was particularly high. The bidding date has been set for September 15th at 3pm, which should give contractors a bit more time to put their packages together. The plan is to begin Construction on November 1st pending the soil settlement is complete.

At the Alario Center there are two ongoing projects including the gutter replacement and paver settlement, both of which are starting a week after this meeting.

The installation of the LED video display boards are in process at the Smoothie King Center and are in various stages on the way to the project being complete. One board is already installed while the other requires some parts and the constant rain has also caused some delays.

Ms. Long concludes her report by showing a video of the ongoing Superdome renovation project, showing the process of getting the dome prepared for the football season alongside the construction project. The video highlighted the areas of the dome under construction as well as what the spaces will look like upon completion.

[This concludes Ms. Long's Report]

VI. LEGAL REPORT

Shawn M. Bridgewater begins her LSED Legal Report, presenting the following six (6) Resolutions, which were approved by the Board of Commissioners as noted below:

On motion of Commissioner Landry, seconded by Commissioner Alario, the Louisiana Stadium and Exhibition District approved the amendment and restatement of the LSED Swap Policy subject to such revisions as may be approved by the Administrators described therein.

Approval of the resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-62** passed.

On motion of Commissioner Smith, seconded by Commissioner Watson the Louisiana Stadium and Exhibition District authorizes the negotiation, and execution of a Project Development Agreement by and among the LSED, the New Orleans Louisiana Saints, LLC, and SMG, to set the terms and conditions by which the design and construction of the Saints' locker room at the Caesars Superdome will be constructed, completed and implemented.

Once in final form and following approval of LSED legal counsel and the LSED Construction Committee, Chairman Kyle M. France is authorized to execute the Locker Room Project PDA, with same to be ratified at a subsequent LSED meeting. Approval of the Resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-63** passed.

On motion Commissioner Smith, Seconded by Commissioner Landry, the Louisiana Stadium and Exhibition District authorized, approved, and ratified the execution of the Sixth

Amendment to the Agreement for Professional Services by and between the LSED and Trahan Architects, APC dated March 25, 2019, for the 2019 Superdome Capital Improvements Project Pursuant to the Trahan Sixth Amendment, Trahan Architects will perform additional services that are provided for in Trahan ASR 27r2, which was previously approved by the LSED at its meeting on July 28th. The Trahan Sixth Amendment has been recommended by Legends Hospitality (Master Plan Project Manager) and has been approved by the Project Team. The source of funds for the Trahan Sixth Amendment is the Project Budget, and there were sufficient funds to support the Resolution. Approval of the Resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-64** passed.

On motion of Commissioner Smith, seconded by Commissioner Alario, the Louisiana Stadium and Exhibition District authorized, approved and ratifies the execution of the Phase 3a Guaranteed Maximum Price Adjustment No. 5 (“Phase 3a GMP Adjustment No. 5”) to the Phase 3a Guaranteed Maximum Price Amendment for the Construction Manager at Risk Contract by and between the LSED and Broadmoor, LLC with respect to Phase 3a of the Master Plan Project. Phase 3a GMP Adjustment No. 5 provides for a net increase of \$6,393.00 to the Master Plan Project Phase 3a Guaranteed Maximum Price that consists of the following:

- (i) An increase in the amount of \$14,140.00 for additional costs associated with added framing and drywall scope at the Project site;
- (ii) An increase in the amount of \$19,206.00 for additional costs associated with hardware changes at the Project site;
- (iii) A decrease in the amount of \$22,107.00 related to a credit for changes to the insulated exterior CMU system at the Project site; and
- (iv) A decrease in the amount of \$4,846.00 with respect to the closeout of certain Phase 3a Master Plan Project allowances.

This Resolution has been recommended by Legends Hospitality (the Project Manager) and has been approved by the Master Plan Project Team. The source of funds for the Phase 3a GMP Adjustment No. 5 is the Master Plan Project Budget and there were sufficient funds to support this Resolution. Approval of the Resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-65** passed.

On motion of Commissioner Robin, seconded by Commissioner Baptiste, the Louisiana Stadium and Exhibition District authorizes, approves and ratifies the execution of the proposal and change order of IBTS Plan Review Services to provide third-party plan review services with respect to Phase 3b of the Master Plan Project, for not to exceed fee of \$34,580.00. The IBTS Proposal has been recommended by Legends Hospitality (Master Plan Project Manager) and has been approved by the Master Plan Project Team. The source of funds for the IBTS Proposal is the Master Plan Project Budget, and there are sufficient funds to support this Resolution. Approval of the resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-66** passed.

On motion of Commissioner Landry, seconded by Commissioner Robin, the Louisiana Stadium and Exhibition District authorized and approved the execution of a Contract with All Star-Electric, Inc. with respect to the SKC-Exterior LED Video Display Project. The Resolution located at Tab 11, authorizes and approves the execution of All Star Contract Change Order No. 002 in the amount of \$90,720.00 to replace four damaged panel boxes for the exterior LED Video Boards at the Project site. All Star Contract Change Order No. 002 has the Staff Analysis Support and Recommendation of ASM Global and was approved by the LSED Construction Committee. Approval of the Resolution was recommended.

Voting in favor were Kyle M. France, John A. Alario, Henry Baptiste, Hilary H. Landry, Jr. Glen D. Smith, Casey J. Robin. **Motion 22-67** passed.

[This concludes the Legal Report]

VII. BOARD REPORTS

None.

VIII. OTHER BUSINESS

None.

IX. ADJOURNMENT

Chairman France asks for a motion to adjourn. On motion of Commissioner Alario, the August 25, 2022 LSED Board meeting adjourned at 1:57 p.m.