

LOUISIANA STADIUM AND EXPOSITION DISTRICT
BOARD OF COMMISSIONERS MINUTES
FROM THE MEETING OF APRIL 30, 2025

ROLL CALL

PRESENT: Commissioners present were Chairman Robert Vosbein, Jr.; Vice Chair Hilary Landry; Commissioners Daniel “Beckett” Becnel, Matt Bowers, John Condos, and Tommy Cvitanovitch. Absent was Commissioner Cedric Richmond. We have a quorum.

WELCOME BY CHAIRMAN VOSBEIN

Following the Pledge of Allegiance, Chairman Vosbein gave brief opening remarks, including: the successful completion of the Zurich Classic at TPC Louisiana; the multi-year Extension announced by Zurich Insurance Company, with congratulations to all who participated to make the event a huge success.

Next, a motion was made to approve the Minutes of the March 27, 2025, by Commissioner Condos, seconded by Commissioner Cvitanovich, and approved unanimously.

Evan Holmes then began the ASM Report with comments on the success of the Zurich Classic and introduced **Luke Farabaugh** to provide a summary of the Tournament and the weeklong events. Mr. Farabaugh noted the extension by Zurich through 2030. The Tournament had seven of the Top 32 players in the world participate. Rory McIlroy was the fan favorite. The Fore Kids Foundation raised a record amount of revenue, coupled with a great economic impact for the region. The charitable dollars will support several children’s charities. Attendance was at record levels. In response to questions from Commissioner Cvitanovich, Mr. Farabaugh explained the parking and shuttle transport plans for this event and future events.

Mr. Holmes then resumed the ASM Report as follows: The hotel occupancy tax is running ahead of projections due to the Super Bowl and related events; ASM staff monitors the Legislative process for capital outlay needs and projects; the budget forecast for the next fiscal year looks favorable; upcoming events include the Home and Garden Show; Monster Trucks; and other events, now that the Superdome floor is back in commerce.

Mr. Holmes then deferred to **Finn Bendana** for an update on events in the Superdome and Smoothie King Center, including: the Home and Garden Show; the Indoor Hot Air Balloon Event; the Millennium Tour; Tyler Childers; Monster Jam; and the close-out of the Pelicans Season. Following comments by Chairman Vosbein and Commissioner Becnel, Mr. Bendana explained that certain tours are structured for outdoor attendance only.

Additionally, the Smoothie King Center will host USA Gymnastics. The Upper Bowl at the Smoothie King Center can be blacked out with curtains so that the lower bowl makes it feel like you are sitting in a full building, rather than a half-empty space. Additional upcoming events include Shinedown; the Master P’s 4th Annual Birthday Bash; a Card and Collectible Convention; a Dustin Poirier UFC Event which includes cooperation with the New Orleans Sports Foundation, New Orleans and Company, and the Louisiana Office of Tourism, as this may be Mr. Poirier’s final UFC event.

Additionally, Keyshia Cole will tour, along with MercyMe and TobyMac; Charlie Wilson; the \$uicideboy\$; Chris Brown; Billy Joel and Stevie Nicks. As a result, the Smoothie King Center and the Superdome will be busy with many shows and events, including major headliners. Mr. Holmes then turned the ASM presentation over to Abby Jones.

Abby Jones highlighted the following: She explained the hospitality shown the Tyler Childers crew, which drew congratulations to Finn Bendana at a recent Ticketmaster/Live Interview. She also explained some details concerning the Chris Brown concert, the attention on social media, and selling over 32,000 tickets in 48 hours. The Taylor Swift Bracelet Project has drawn the attention of the ASM National Conference. Planning has begun for the Billy Joel concert, which will follow the Chris Brown concert within 72 hours.

Daniel Burke then provided the Financial Report as follows: An updated and positive hotel tax collection report; collections are up 32% year-over-year; the Smoothie King Event Calendar continues to improve, with 37 events now scheduled. The second half of Calendar Year 2025 and Fiscal Year 2026 both look very strong for the Smoothie King Center.

Eileen Long then provided the Capital Projects Report as follows: updates on the John Alario Jr. Sports Complex with a projected completion date of September 30, 2025. The Shrine on Airline planning process has begun with LaBella Architects working with CSRS as Project Manager and Broadmoor as the Construction Manager At Risk. For the Smoothie King Center, Gensler Architects have begun working on preliminary portions of a Master Plan to elevate Facility amenities for concerts and sports fans. The Gate A resurfacing project is now in the bid process with the expectation to begin the project before the Essence Festival and hopefully complete the project before the Saints season.

Kathleen Turner then provided the Diversity and Business Opportunity Report, including: the Youth Force Summer Internship Project; the Corporate Supplier Diversity Advisory Council; the Diversity Task Force; the Green Light Security Program; and ASM's Game Front Database. All these goals work together with a nationwide DBE goal of 30%, with ASM New Orleans currently at 16.4%.

Next, Chairman Vosbein continued with the **Legal Report**. Seven Resolutions were recommended for adoption by the LSED, all with the necessary approvals, and all of which were properly funded. The Resolutions were adopted and are attached to and made a part of the Minutes of this Meeting. The Resolution at Tab 8 was deferred to a later meeting date.

Following the completion of the Legal Report, Evan Holmes then took the opportunity to recognize and thank **David Weidler** for his 30⁺ year career with SMG/ASM as Vice President and Senior Finance Director. His retirement is well-deserved, but he will be missed by SMG/ASM and the LSED. Mr. Weidler then thanked all who have worked with him on his Team, followed by a standing ovation from all in attendance.

On motion of Commissioner Becnel, seconded by Commissioner Condos, the meeting was adjourned.