# LOUISIANA STADIUM AND EXPOSITION DISTRICT
# BOARD OF COMMISSIONERS MINUTES
# FROM THE MEETING OF DECEMBER 18, 2024

## ROLL CALL

**PRESENT:** The meeting was called to order by Chairman Vosbein. Commissioners present were Chairman Vosbein, Vice Chair Hilary Landry, Commissioners Daniel Becnel, Matt Bowers, John Condos, and Tommy Cvitanovitch. A quorum existed.

**ABSENT:** Commissioner Cedric Richmond.

## WELCOME BY CHAIRMAN VOSBEIN

Following the Pledge of Allegiance, Chairman Robert Vosbein's opening remarks included: recognition of ASM's role with the New Orleans Bowl; the Sugar Bowl; the Super Bowl, and many other events that occur during this busy time of the year.

## I. APPROVAL OF THE MINUTES OF THE NOVEMBER 21, 2024, MEETING

On motion of Commissioner Cvitanovitch, seconded by Commissioner Condos, the Minutes from the November 21, 2024, meeting were adopted without objection.+

## II. ASM/SMG REPORT (INCLUDING OPERATIONS)

Doug Thornton began the ASM/SMG Report by summarizing the Super Bowl/NFL preparations; the positive fiscal report; the Taylor Swift concert success; and the upcoming New Orleans Bowl and Sugar Bowl preparations.

**[This concludes the initial report of Mr. Thornton.]**

Evan Holmes continued the ASM Report by providing details concerning the Super Bowl preparation; the NFL protocols; the cooperative working relationship with the Host Committee and the Greater New Orleans Sports Foundation; Citywide and campus-wide event planning; expanded hospitality venues; week-long entertainment opportunities and the security measures that the game requires. ASM works daily with NFL personnel, who will take control of the campus approximately one month ahead of the game itself. Extensive coordination with law enforcement authorities will be required to secure the campus, to deal with traffic flow, and to assure a safe entertainment environment.

In response to questions by Commissioner Becnel, Mr. Holmes further explained details concerning the New Orleans Bowl, the College Football Playoff System, and also emphasized recent events, including: the Justin Timberlake Concert; Wild 'n Out; Battle of the Bands; the very successful Bayou Classic between Southern and Grambling; the LHSAA High

School Football Championships; Rod Wave; and ongoing Pelicans games at the Smoothie King Center.

The campus hosts approximately 200 Events in a calendar year, with almost 2.5 million people coming through the campus. Mr. Holmes congratulated David Weidler and Daniel Burke and their Finance Team for keeping track of all events that impact the Budget. ASM had a company-wide meeting/luncheon to congratulate their staff for meeting a demanding schedule with success.

**[This concludes the report of Evan Holmes]**

**Alex Bown** provided updates on the upcoming events which included: New Orleans Bowl; the Sugar Bowl; a Tribute to Frankie Beverly; Saints and Pelicans games; the Creed Reunion Tour; the U.S. Gymnastics Championships; and the Millennium Tour.

**[This concludes the report of Alex Brown]**

**Daniel Burke** provided the Financial Report by noting: a successful fiscal year 2025; a net Excess Fund balance exceeding $10MM; the uptick in the Hotel Occupancy Tax, which accounts for approximately half of the LSED's cash flow; the hosting of 33 Non-Tenant Events at the Smoothie King Center for Calendar Year 2024; and an anticipated healthy Fiscal Year in 2025.

**[This concludes the report of Daniel Burke]**

**Abby Jones** provided highlights from a Marketing standpoint that include: suite rental at the Smoothie King Center; the hosting of Social Media Influencers at the Justin Timberlake Concert; the "Premium Experiences" concept at the Smoothie King Center; the Rod Wave "In the Round" concert; the press conference which announced the 2025 U.S. Gymnastics Championship; her cooperative work with the Greater New Orleans Sports Foundation; and, finally, the Taylor Swift wrap-up, including an update on the Friendship Bracelet Concept that drew such positive attention to the Eras Tour while in New Orleans.

**[This concludes the report of Abby Jones]**

**Eileen Long** gave the Capital Projects/Construction Report, which included: drone footage of the John Alario, Jr. Sports Complex; the completion of the Hub Club Project at the Smoothie King Center; the update on the Superdome Press Level Restroom Project; and The Shrine on Airline Project, including the selection of a Construction Manager At Risk for that Project.

**[This concludes the report of Eileen Long]**

**Kathleen Turner** gave the Diversity Report, which noted: Supplier Diversity Initiatives; the Son of a Saint Partnership; and the contribution of ASM Global New Orleans for its commitment to the Diversity Supplier inclusion programs.

**[This concludes the report of Kathleen Turner]**

**Evan Holmes and Doug Thornton** then recognized the long-term successful career of David Weidler as Senior Finance Director. Mr. Weidler will be transitioning into a consultant role after 33 years of service. Mr. Weidler then addressed the attendees, thanking them for his opportunity to work with them for decades. Mr. Weidler has successfully led the LSED through 20 years of clean Audits with the Legislative Auditor. Mr. Weidler was instrumental in the successful careers of Mr. Holmes and Mr. Thornton, and his experience and friendship will be missed. Chairman Vosbein then recognized and thanked Mr. Weidler for his years of service and dedication to both ASM and the LSED.

**[This concludes the report of Evan Holmes and Doug Thornton]**

## III. LEGAL REPORT

Chairman Vosbein then turned to meeting over to Legal Counsel (Larry Roedel). Mr. Roedel explained the 13 Resolutions for consideration, all of which were vetted and approved by Legal Counsel. On the recommendation of Legal Counsel, all 13 Resolutions were adopted. The Resolutions were submitted and approved by the LSED Commissioners. Copies of the complete Resolutions are attached to and made a part of these Minutes.

## IV. ADDITIONAL COMMENTS

(None at this time.)

## V. ADJOURNMENT

There being no Public comment, on motion of Commissioner Bowers, seconded by Commissioner Becnel, with all Commissioners present voting in favor, the meeting was adjourned at 2:26 PM.