



Durham County Memorial Stadium Authority Minutes

Virtual meeting due to COVID 19

Date: November 10, 2020 at 12:00 PM (Noon)

In Attendance: Pam Karriker, Chair; Dan Moushon, Vice-chair; Commissioner Ellen Reckhow, Ed Bryson, Secretary, Tyrone Wilson

Also, in attendance: Zach Pritchard, County Stadium Manager; Motiryo Keambiroiro, Director General Services; Josh Edwards, Deputy Director General Services

Approval of Minutes

The minutes from the August 4, 2020 meeting were unanimously approved. Commissioner Ellen Reckhow made the motion to approve and Dan Moushon seconded the motion.

Update on Durham Parks and Recreation Drive-In Movie Partnership

A. Zach Pritchard updated the Authority on the impression created by the Authority's partnership with Durham Parks and Recreation regarding the Drive-In Movie. Seventy-Five dollars car spots were sold in August and 100 in September and October. It was found with free events that people register for the events and then often blow them off because there is no financial commitment. In hopes to hit 75 cars the registration numbers were increased in hopes to hit 75 cars and that number was achieved for October. In August we had 40 cars, 59 on September 26 and 75 cars on October 24 but we still had 80 cars on the waiting list. The number of people per car were not counted during August but the count in September was 144 and 219 in October.

Mr. Pritchard also advised that we have a movie preview which shows the Durham County logo on multiple slides.

B. Durham Parks and Recreation Social Media – Mr. Pritchard stated that a Facebook event is created for each movie with an image of DPR listed as the sponsor. DPR also sends out at least on other post on Facebook as a reminder for event registration. We were further informed that each movie receives 2 to 3 posts on Twitter and Instagram which includes an image with DPR listed as the sponsor.

C. Website Activity – There were 8,087 page reviews from August 17 through October 26, 2020. Also the Bull City Reels on Wheels page has been the second most popular page from August 17 through October 26, 2020.

D. Play More – Mr. Pritchard spoke of the Play More Guide (digital only) which has had the graphic with DPR listed as a sponsor in September and October. We did not create a Play More Guide in August.

E. Durham County Stadium Media – Mr. Pritchard advised us of the following:

- Our Facebook page reach in October 2020 increased 58% over the month of September, 2020.
- The Facebook page had an increase of 180% in our own page likes in October 2020.
- Also an increase of 220% in our page follows in October 2020.
- Media outlets such as CBS17 and Durham magazine included us in "Things to Do" posts and articles.



- In August, we had 71 event interest reactions and 54 post event interactions. In September we had 131 event interest reactions and 63 post event interactions. In October, 142 event interest reactions and 58 post event interactions. In November, 181 event interest reactions and 66 post event interactions and in December, 95 and 75.

Stadium Facility Updates

With regard to the ongoing renovation projects, Mr. Pritchard advised the Authority that the South Stadium Grandstand wall project is incomplete; that the track repair is still pending but will be completed; that the Astroturf Deep Cleaning is to be completed November 29, 2020 which includes spot repair of the seams and cleaning of full surface and antibacterial spray; and that there is a contract pending for repair of 10 stadium lights.

Mr. Pritchard further advised that the Resource Scheduler we had discussed the previous meeting was completed on November 11, 2020. Lastly, Mr. Pritchard informed the Authority that he hoped to have a new janitorial RFP in place soon.

Update on Events for 2020-2021

December 19, 2020 – DPR Drive Through Holiday Light Show

Semi Pro Football (Camp / Practice Dates throughout March & June – Games start in August)

Northern High School Football (March 2021)

North Carolina Amateur Sports High School Lacrosse Showcase (June 2021)

Recognition of Commissioner Ellen Reckhow

Chair Karriker thanked Commissioner Ellen Reckhow for her long service to Durham County and the Stadium Authority. All members of the Stadium Authority agreed with Chair Karriker and advised the Commissioner how much she will be missed.

Openings in the Authority Board

It was also brought to the attention of the Stadium Authority that there will be two openings on the Authority and the BOCC Clerk will properly advertise the openings.

The Authority was also informed that the next meeting will be held at 12 noon on February 2, 2021.

Adjournment

A motion to adjourn was made by Vice Chair Moushon and seconded by Ed Bryson. The meeting was adjourned at 12:54 pm.

Submitted by Ed Bryson, Secretary

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