



Durham County Memorial Stadium Authority Minutes

Date: November 2, 2021

Time: Noon

Location: Virtual meeting

In Attendance

Pam Karriker, Chair; Dan Moushon, Vice-chair; Commissioner Nimasheena Burns; Ed Bryson, Secretary; Tyrone Wilson; E'Vonne Coleman; Charles Epps

Also, in attendance: Zach Pritchard, County Stadium Manager; Motiryo Keambiroiro, Director General Services; Josh Edwards, Deputy Director General Services; Marcus Manning, Director of Durham Sports Commission; Wade Walcutt, Director of Park and Recreation; Susan Amey, Discover Durham

Approval of Minutes

The minutes from the August 3rd 2021 meeting, upon motion of Dan Moushon and Second by Charles Epps, the minutes were unanimously approved.

NAIA Football National Championship Contractual Terms Proposal

Mr. Pritchard advised the Authority that Durham County Stadium has been selected as the host site of for the NAIA Football National Championship with the host being Durham Sports Commission. This will be the 66th edition of the NAIA National Championship. It has a projected economic impact for the Durham community of more than \$1 million. For the NAIA Football National Championship and the Senior Football Classic the projected attendance for the event weekend is between 3000 and 8000 fans.

Mr. Pritchard, Stadium Manager and Mr. Manning, the Director of the Durham Sports Commission have been discussing terms for the contract of the NAIA Championship Football Event and presented the terms of the agreement to the Authority as follows:

Facility Rental Fee

- \$10,000 flat rental fee for December 13, 2021 – December 19, 2021 which includes Setup, Practice and Game Dates

Ticket Sales

- Durham County Memorial Stadium receives 100% of the ticket revenue for the 2021 NAIA Senior Football Classic and NAIA Football National Championship
- Durham Sports Commission will be responsible for all necessary ticketing, services, technology, equipment, and staffing at their cost and not taken from the ticket revenue
 - Average Ticket Price - \$20 - \$35

Vendor Fees

- Durham County Memorial Stadium receives 10% of all official event apparel sales from Fine Designs for the 2021 NAIA Senior Football Classic and NAIA Football National Championship
- Durham Sports Commission would still be responsible for any other applicable Vendor Fees for other concourse activations/sales
- Durham Stadium Authority will retain 100% of food and beverage sales for the entire event



- This includes the option to sell alcoholic beverages at the determination of the Stadium Authority and approval by the governing body

Parking Fees

- Durham Sports Commission receives 100% of the parking revenue for 2021 NAIA Senior Football Classic and NAIA Football National Championship
 - Per standard pricing through Stadium Authority parking rates will not exceed \$10 per parking space and \$50 for tailgating space

Sponsorship Assets

- Durham Sports Commission is requesting an exception to standard building policy regarding Sponsorship Assets for the 2021 NAIA Football National Championship and Senior Football Classic.
- Durham Sports Commission is requesting to allow sponsorship assets to be used throughout the stadium including Concessions Area, Concourse, Fencing, Field (Signage Only), Décor Flags, Grassy Areas inside the Stadium, Grassy Areas outside the Stadium, Light Poles, Driveways, Restrooms, Seating Areas and Scoreboard
- Signage to assist in marketing of the NAIA Football National Championship and Senior Football Classic on stadium grounds prior to the rental dates if it does not significantly impact operations by other event users. This will be subject to Stadium Manager approval and Durham County Stadium will not be liable to any damage occurred to signage prior to the event.
- Durham Sports Commission will use non-permanent items including but not limited to banners, vinyl clings, flags and will be subject to Stadium Manager's approval.
- Durham Sports Commission goals are to earn event related revenue through sponsorships, create additional sponsorship inventory for prospective sponsors, create additional brand awareness opportunities for prospective sponsors, create opportunities to increase the sponsorship value proposition for future Durham Sports Commission or Durham County Stadium activations.

Modification to Stadium Grounds

- Durham Sports Commission is requesting permission to paint the official NAIA Championship Logo in the Grassy Areas on the 4 corners of the bleachers adjacent to the seating areas. This is in lieu of painting a logo directly on the field.

Modification to Stadium Operations

- NAIA is requesting use of all the press box booths as part of their event operation including the VIP Box.
- In Lieu of use of the box Stadium Manager requests 100 comp tickets with an option for up to 50 more for each event for Stadium Authority and other key strategic Stadium Partners.

Upon motion by E'vonne Coleman and seconded by Dan Moushon to approve the modified rental structure for the NAIA Football National Championship event weekend was unanimously approved.

Durham Sports Commission – Facility Study Information

Mr. Manning, Director of the Durham Sports Commission, advised the Authority that vision of the Durham Sports Commission is to engage the Durham community in supporting and promoting the sports spirit that exists both historically and presently by increasing the capacity of local sporting events to host events with strong participation rates, and by working with national event owners to



recruit sporting events that provide positive community impact.

Mr. Manning pointed out that the Durham Sports Commission recently celebrated its 5th anniversary and is continuing to research areas to grow the Durham sports and events landscape. He led a discussion outlining the DSC's findings and recommendations from the study.

Mr. Manning advised the Authority that the Durham Sports Commission had employed sports facility advisors to conduct a study of Durham to determine what Durham needs in terms of facilities in an attempt to bring into Durham sports events to build a sports culture in Durham and promote sports tourism in Durham. Obviously at present, Durham does not have many sports facilities. Sport facility advisors looked at Durham's inventory of sports facilities and it has been decided that a plot of land is needed to construct said facilities possibly around the Stadium to construct said facilities. Both Mr. Manning and Mr. Walcutt discussed property at the Stadium's "doorstep" that possibly could be purchased and developed to provide the needed sports facilities. The total acreage needed to provide the said sports facilities would be approximately 93 acres. The Authority was further advised that the Commission will continue researching areas to grow the Durham sports and events landscape.

Stadium Managers Report

For the awareness of the Authority Mr. Pritchard, the Stadium Manager, provided an update on the ongoing operation of the Stadium including a discussion of previous events, facility maintenance (including capital improvement and non-capital improvements projects) programs and further event bookings.

At the conclusion of Mr. Pritchard's remarks regarding the Stadium Staffing update, there was a general discussion among Authority Members that there were possible additional critical improvements needed for the Stadium not listed in Exhibit C. It was the thinking of the Authority members if additional improvements are needed that the list of improvements should be expanded as there are maybe funds available to make the needed improvements and if you do not ask for the funds, you do not get the funds.

General Services Department Management Update

The Stadium Authority was advised Motiryo Keambiroiro and Josh Edwards by that the Durham County Memorial Stadium's Manager reports to the Deputy Director of the Durham County General Services division within the Durham County government. The Director and/or Deputy Director of General Services will provide necessary updates to the Stadium Authority from Durham County leadership that impact stadium operations, including but not limited to budget planning, policies, projects, and protocols.

Authority Chair/Board Member Comments

Pam Karriker, Chair reminded the Authority Members that the Memorial Stadium Authority supervises and directs the general operation of Durham County Memorial Stadium. It establishes policies relative to maintenance, fees and use of the facility.

This Authority members were given an opportunity to provide open comments regarding the



operation of the facility and address any items which may require attention of the Authority, Stadium Manager or Durham County. The major item discussed was regarding if any funds were available for improvements to the Stadium one must ask for the funds and if the Authority is needed to assist in asking for the funds seek the Authority's aid.

A motion to adjourn was made by Ed Bryson and seconded by Dan Moushon. The motion was unanimously approved. The meeting was adjourned at 1:40 pm.

Submitted by Ed Bryson, Secretary
Durham County Memorial Stadium Authority