



Memorial Stadium Authority – Quarterly Meeting Agenda

2 May 2023

Virtual Meeting via Microsoft Teams

Durham County Memorial Stadium Authority Minutes

Date: February 7, 2023

Time: Noon

Location: Virtual Meeting

In Attendance: Chair Pam Karriker; Vice Chair Dan Moushon; Ed Bryson, E’Vonne Coleman, Charles Epps

Also in Attendance: Zach Pritchard; Motiryo Keambiroiro; Evan Kramer; Nathan McKenny

Absent: Commissioner Nimasheena Burns; Tyrone Wilson

Approval of Minutes: The minutes from the November 1, 2022 meeting upon motion of E’Vonne Coleman and second by Ed Bryson to approve the minutes were unanimously approved by The Authority.

Item: Stadium Managers Report

Mr. Pritchard advised The Authority on Stadium Facility Maintenance Projects

- 1) Scoreboard and Sound System
 - a. Principal install was completed ahead of the NAIA National Championship game but only 80% of the project was completed
 - i. The video board equipment was operational for the event
 - b. Final Details Left to Complete
 - i. Durham County Electricians were working with Duke Energy Engineers to finalize the design and installation of the required powerlines for the long-term use of the board. A new electrical line needed to be established and additional work by Duke Energy needed to be completed.
 - ii. Punch list of the equipment needed to be completed
 1. Inspection and if necessary, a repair or replacement of a fan inside the board
 2. Final wiring and configurations of the Sound System, Horn, Camera System and other operational equipment
 3. Additional items to be identified by the Daktronics Technicians during their final punch list review.
 - iii. Stadium Management will receive three days of training from Daktronics
- 2) Field Level Storage Room – Water Proofing
 - a. General Services coordinating with a vendor when weather conditions permit to install an additional sealant to one of the vomitory walkways to provide additional water proofing of the storage room.



Mr. Pritchard also advised the Authority of the schedule at the stadium through June 30, 2023. The schedule is mostly booked on Fridays and Saturdays throughout the remainder of the fiscal year after April 1, 2023. NCFC has reserved the stadium for a series of practices from January through April. Mr. Pritchard noted that Shaw University has had a positive experience in using the stadium and have provided dates for their fall schedule. Shaw will also use the stadium for Spring Practices. The Manager discussed that the Sports Commission and Stadium would be meeting to discuss additional event opportunities. This included the CIAA Track Conference Championship bid for May 2023. Ms. Coleman asked about the status of any USATF – Regional Track Events., Mr. Pritchard shared that they were in discussions with USATF-NC for two meets later this year one in June and another in July.

Ms. Keambiroiro and Mr. Pritchard discussed some items that had been discussed with Commissioner Howerton as part of a program that she had invited the stadium to sit in on to see if they could help support that program. Mr. Pritchard mentioned that the practice field was not heavily used this year and that the Stadium was typically available throughout the weekdays with most bookings starting mid to late afternoon through the evening.

Chair Karriker asked about the status of High School Football at the Stadium due to the development of the new Northern High School. Mr. Pritchard mentioned that Durham Public Schools is intending to use the new Northern High School Football Stadium for the 2023 games but were interested in using the stadium for some “rivalry” week games. They had requested one date this year between two of the high schools. Additionally, Mr. Pritchard noted that they had continued to build relationships with Mount Zion and some other new private schools that are looking to utilize the stadium this fall.

Item: Facility Pricing Study and FY2023-2024 Rate Updates

The Stadium Manager made a presentation to discuss the current pricing and expense structure for Durham County Stadium. The Authority and Durham County most recently revised the facility pricing structure FY2019-2020 and reflected the operating costs incurred stadium at that time. The stadium is continuing to see consistent bookings through the spring and summer peak seasons. The practice field and practice rates were the least utilized rate options and upon review of the other venues the stadium’s rate had fallen out of alignment with the surrounding areas.

While the pricing structure generally has been seen as an incentive to the event organizers the operating costs post-pandemic have not been fully captured and many of the rental rates and started to lag behind the operational rates and fees. For example, janitorial expenses have increased 50% inside the new service contract. The manager also discussed staffing challenges for provided by County groups such as General Services and the Durham County Sheriff and third-party staffing contractors mostly relating to costs and staffing availability. Additionally, as the stadium continues to improve its amenities and pursue more regional or national level events, increasing revenues will be necessary to help support some of those projects. The manager provided some specific event examples to provide a representation of the costs related to operating events for groups of all categories.

The manager presented a comparative analysis from other similar venues to show rental fees for similar national or regional event venues that host similar event types and for their amenities.

Conversations from Mr. Epps occurred to discuss a reflection of the current event facility environment and that in order to continue to keep up with the newer developments the Stadium needed to continue to invest in the facility for long term viability. Ms. Coleman mentioned that she believed that the community is in a good place to receive these increases but questioned about how aggressive that we should be, especially if a future study would not be planned for until FY2025-2026. Ms. Keambiroiro mentioned that discussions from other county departments receive pushback if the rate increases exceed single digits and a target of a net single digit rate increase would be optimal at this time. She also mentioned that the continued effects of increases in cost of goods has been forecasted into General Services budgets and will continue to be challenging.

Stadium Management presented two options. Option 1 which reflected a 10-13% increase or an Option 2 which reflected a 7-10% increase across rental categories and fees for the operation of the new scoreboard.



Motion was made by Dan Moushon and second by Ed Bryson to accept Stadium proposed FY2023-2024 Pricing Option #2 and were unanimously approved by The Authority.

Motion was made by E'Vonne Coleman and second by Dan Moushon to accept the proposed FY2023-2024 Scoreboard Ancillary Pricing rates and were unanimously approved by The Authority.

Approved pricing model to follow on the next two pages of this document.



Rental Categories	<u>Category 1</u>	<u>Category 2</u>
	Durham Schools Durham Based Sports or Activities Clubs Durham Based Non-Profit Entities* Durham Governmental Agencies	Collegiate Sport/Activity Professional Sports/Activity For Profit Special Events Non-Durham Based Non-Profit Special Events
Full Stadium Rental	\$475 per hour for events under 4 hours \$1675 – Base Rental Fee Events 4 hours or longer	Minimum Rental Fee - \$2,100 (4-hour minimum rental) Maximum Rental Fee - \$3,150 (Longer than 6 hours) Each Additional Hour - \$525 per hour
Half Stadium Rental (One Side Only)	\$375 per hour for events under 4 hours \$1350 – Base Rental for 4 hours or longer	Minimum Rental Fee - \$1,600 (4-hour minimum) Maximum Rental Fee - \$2,600 (Longer than 6 hours) Each Additional Hour – \$400 per hour
Parking Lot	\$600 per day	\$650 per day
Parking Lot - Partial	\$75 per hour	\$80 per hour
Turf Field/Track Practice Rental Rates	Business Hours M-F 9A-5P – 60 per hour After Hours (Staff and Lights) – 100 per hour	Business Hours M-F 9A-5P – 80 per hour After Hours (Staff and Lights) – 125 per hour
Practice Field	Business Hours M-F 9A-5P – 35 per hour After Hours (Staffing) – 50 per hour Track Meet – \$100 includes lining fee	Regular Rental Rate - \$50 per hour Track Meet – \$250 includes lining fee
Concourse Only	Minimum Rental Fee – 650 for 4 hours Additional Hours – 50 per additional hour	Minimum Rental Fee \$750 for 4 hours Additional Hours - \$100 per additional hour
Additional Staffing Fees		
Included Amenities with Half or Full Stadium Rental	- Field/Track Use - Locker Rooms - Restrooms - Press box - Basic Scoreboard use for Timing and Scoring - Public Address System - Any sport specific equipment that we have available - Post Event Cleaning - Crowd Managers for up to 1000 attendees (staffing at discretion of stadium manager)	
Included Amenities with Turf Field/Track Practice or Practice Field Rental	- Access to requested Field or Track spaces only. - No access to restrooms or other stadium amenities	
Included Amenities with Parking Lot Rentals	- Parking lot space to be coordinated with Stadium Manager - Does not include access to stadium restrooms. Stadium restrooms access can be had for an additional fee.	
Included Amenities with Concourse Only	- Group will only have access to the stadium's concourse. This does include access to the stadium's restrooms.	
Event Security	Security is a separate fee to the Durham County Sherriff's office Contact Lieutenant Harris for current rate and billing	
Staffing Fees	Your base rental fee includes a facility supervisor and up to 3 additional crowd manager staff to be determined by stadium management based on your estimated attendance and crowd dynamics. For events with an expected attendance of greater than 1001 attendees per day, supplemental crowd managers will be hired at a rate of 1 crowd manager per 250 people per the NCDOI standard. The current staffing rate is \$25 per hour and is in addition to any supplied deputies from the Sheriff's Office. Staffing fees are estimated on the attendance listed on the reservation form. Please speak with stadium management about the dynamics of your event.	
Additional Information	Setup Day – 25% of Maximum Daily Rental Fee if your event requires a dedicated Load-in and/or Load-Out Period DPS County Middle and High School Championship Rental Fees will be reduced and charged a cleaning fee of the facility for these activities. Concessions is fully controlled by Durham County Stadium. Contact Stadium Management for additional questions. Concourse Merchandise vendors may be setup through the event organizer. Fees may apply please inform stadium management if you plan on having concourse vendors.	



Scoreboard and Video Content

Durham County Stadium is equipped with a Daktronics Video and Scoreboard System. Basic Timing, Public Address Announcements and Scoring is included in the base rental fee. Event Organizer to provide staffing as has been done in the past.

Event Specific Content – *Content Entry to System \$350 per instance which can include team logos, slates, or additional event content. Contact Stadium Staff for additional information.*

Video – *Use of the video board is \$500 in addition to the base rental fee. Stadium will provide a list of approved vendors that are authorized to provide video services on the stadium video board. Event Organizers will work directly with the approved vendors for their event needs. Additional fees will apply, contact Stadium Staff for additional information.*

Durham County Stadium Authority reserves the right to set additional policies and content requirements regarding operation of the scoreboard. Check with the Stadium Manager regarding any policy updates. Stadium management reserves the right to stop broadcast of content through the Audio-Visual Systems if it is deemed inappropriate or is being used in properly. Stadium Management assumes the Event Organizer holds the rights to any content that is utilized as part of their event.



Item: General Services Updates

A brief update on budget was discussed regarding proposed items that were requested by the stadium which include a new Electric Utility Vehicle and increases to contractor services due to increased facility use and rate increases. Mr. Pritchard had recently presented to the County Commissioners an annual update of the stadium operation and were asked if the facility was operating revenue neutral or not. Mr. Pritchard mentioned that the goal of the facility revenues is to meet or beat the operating expenses on an annual basis and that there is a target of approximately \$150,000 - \$165,000 for FY2024-2025 based on proposed pricing structure.

Item: Election of Officers

Nathan McKinney read the bylaws and reviewed the qualifications for the process of voting for board member elections.

Chair – Pam Karriker was nominated by Dan Moushon and Seconded by Ed Bryson. Pam Karriker was the only nomination for the position and approved unanimously. Mrs. Karriker is at or near the end of her two terms and will need to follow up to ensure she will be able to continue to serve on the board per Authority bylaws. Pam Karriker said she would accept the role if she were permitted to remain on the Authority.

Vice Chair – E’Vonne Coleman was nominated by Dan Moushon and Seconded by Ed Bryson. E’Vonne Coleman was the only nomination for the position and approved unanimously.

Secretary – Charles Epps was nominated by Ed Bryson and Seconded by E’Vonne Coleman. Charles Epps was the only nomination for the position and approved unanimously.

Before receiving a motion to Adjourn Pam Karriker discussed that the last few meetings did not have a lot of time to hear feedback from the Authority Members and to have an active discussion of direction, long-term planning, vision, or ways to support stadium management or operations. Mr. Pritchard shared that the May meeting would be a good opportunity for the Stadium Authority to shape that conversation.

Motion to Adjourn made by E’Vonne Coleman and Seconded by Ed Bryson. Motion was approved unanimously, and the meeting was Adjourned at 1:40 PM.

Ed Bryson
Secretary
Durham County Stadium Authority