



Memorial Stadium Authority – Quarterly Meeting Agenda
November 2023
Virtual Meeting via Microsoft Teams

Durham County Memorial Stadium Authority Minutes

Date: August 2, 2023

Time: Noon

Location: Durham County Stadium

In Attendance

Tyrone Wilson, Chair; E’Vonne Coleman, Vice Chair; Charles Epps, Secretary; Ed Bryson; Jonathon Leach; Teah Rawlings

Also, in attendance: Zach Pritchard, County Stadium Manager; Crystal Thomas, Deputy Director General Services; Nathan McKinney, County Attorney; Julio Delgado, Assistant County Manager

Absent: Commissioner Nimasheena Burns

Chair Tyrone Wilson called the meeting to order at 12:00 PM.

Introductions of recently added Stadium Authority Members, Jonathon Leach and Teah Rawlings and Assistant County Manager Julio Delgado opened the meeting.

Approval of Minutes

The minutes from the May 2023 meeting, upon motion of Jonathon Leach and Second by E’Vonne Coleman to approve the minutes were unanimously approved by the Authority.

November 2023 Stadium Authority Meeting Date

Stadium Manager acknowledged that the regularly scheduled Stadium Authority meeting was scheduled for election day 2023. The Stadium Manager proposed that the meeting be rescheduled to November 14, 2023 at 12:00 PM so members can participate in the 2023 Elections. Upon motion of Ed Bryson and Second by E’Vonne Coleman the motion to move the November Stadium Authority Meeting to November 14, 2023 at 12:00 PM via Microsoft Teams was unanimously approved.

Stadium Sponsorship Policy

In an effort to maximize opportunities for Durham County Memorial Stadium, the County Attorney, Nathan McKinney and Stadium Manager, Zach Pritchard, shared the draft of the sponsorship policy to apply to the sale of sponsorable elements inside the facility. Attorney McKinney explained his research processes and how he came to establish this draft of the policy. Stadium Manager also noted that while the policy will serve as a baseline for potential negotiations that the actual activations will be something that will be developed as we start working toward future agreements.

Vice Chair Coleman asked the stadium manager what has been done for valuation and reviewing assets available for the stadium. Stadium Manager shared that he had asked the Sports Commission to make some introductions with the firm that Duke uses for their sponsorship arm but had not been able to get feedback from Duke’s subcontractor at that time.

Ed Bryson asked for some additional clarification for the terms of the gambling, tobacco or alcoholic beverages provision within the policy. County Attorney said that this baseline is to operate in line with what we have for the existing policy regarding beer sales at the venue.



Upon the motion of E'Vonne Coleman and second by Jonathon Leach the Sponsorship Policy was approved unanimously. The County Attorney shared that now that the Authority approved the Sponsorship Policy it would be presented to the Board of County Commissioners at an upcoming work session for their review and approval.

The approved sponsorship policy can be found at the end of the minutes.

Stadium Manager's Update

Mr. Pritchard also gave a brief update regarding the recent and upcoming stadium events. These events included the CIAA Conference Track and Field Championships, NCHSAA Lacrosse State Championships, the Russell Blunt East Coast Invitational and multiple USATF Regional Youth Meets.

Stadium Manager acknowledged that while finances for FY2022-2023 had not gone final that the stadium had earned approximately \$215,000 in revenues and the operational expenses were approximately \$190,000. The Sports Commission was actively working on their annual report and would share the economic impact of events at the stadium when that data became available.

General Services Update

Deputy Director Thomas echoed the comments regarding the rental revenues for FY2022-2023. Additionally, it was noted that the Stadium would need to present to the Board of County Commissioners in the future to finalize the updated pricing that the authority had approved earlier in the calendar year.

Authority Chair/Board Member Comments

There was a discussion held regarding the proposed Durham Sports Commission sports venue complex and trying to identify ways that the stadium can use that relationship to help grow the facility's business.

Motion was made to adjourn the meeting by Ed Bryson and seconded by Jonathon Leach at 1:00 PM.



Durham County Memorial Stadium Authority – Sponsorship Policy (Proposed)



By the Authority vested in the Durham County Memorial Stadium Authority by North Carolina Law (including Session Law 2012-112) and Stadium Authority bylaws (including Articles IV and V), the Durham County Memorial Stadium Authority does hereby set forth and ratify this Sponsorship Policy.

The Stadium Authority shall not ratify and implement this policy prior to the policy being reviewed and approved by the Durham County Board of County Commissioners.

In the best interests of Durham County Citizens, to enhance the Stadium experience for all participants, spectators, and vendors, and for purposes of maintaining sound fiscal viability for all Stadium operations, the Durham County Memorial Stadium Authority shall assign to the Stadium Manager and related staff the task of locating appropriate sponsors for Stadium events.

The Stadium Manager and staff shall be further tasked with the negotiation and implementation of sponsorship agreements. The final terms of sponsorship agreements shall be pursued under consultation with the Durham County Legal Department, and any and all agreements shall be executed only after full approval of the form of the agreement by the Durham County Legal Department.

A sponsor is any individual or duly authorized business entity who, for just and fair compensation, is permitted to display approved branding, signage, and other messaging on Stadium property. Just and fair compensation can be in the form of cash payment, property improvements to Stadium property, or the provision of Stadium equipment. If the compensation is rendered in the form of property improvement or equipment, the sponsor shall document in writing the value of said improvement or equipment.

Signage, branding, and messaging guidelines:

1. No sponsorship involving the marketing of gambling opportunities, tobacco products, or alcoholic beverages shall be permitted at events involving athletic participants under the age of 21.
2. No sponsorship involving political messaging, campaign-related messaging, or the promotion or display of any political candidate or elected official shall be permitted.
3. No sponsorship branding, signage, or messaging shall be displayed prior to payment being made for the sponsorship.

Other Guidelines:

1. No sponsorship agreement shall be for a term of more than one year, except where an option to renew is executed in writing within 120 days of the start of the next year.
2. The Stadium Authority shall have the authority and discretion to deny or terminate a sponsorship arrangement pursuant to Stadium Authority voting requirements.
3. All proceeds coming from a sponsorship agreement shall be accounted for and utilized as Stadium Authority funds.