



Durham County Memorial Stadium Authority Minutes

200 E Main Commissioner's Conference Room

Date: August 6, 2019

Time: Noon

In Attendance

Pam Karriker, Chair; Dan Moushon, Vice-chair; Commissioner Ellen Reckhow, Ed Bryson, Secretary; Frank Davis, Billy Ruffin

Excused Absences: Tyrone Wilson

Also, in attendance: Motiryo Keambiroiro, Director General Services; Deborah Booth, Deputy Director General Services; Zach Pritchard, County Stadium Manager; and Willie Darby, Durham County Attorney

Approval of Minutes

The minutes from the May 25th, 2019 meeting were approved. Dan Moushon made the motion to approve, seconded by Billy Ruffin. The motion was unanimously approved.

Stadium Alcohol Policy

Stadium Manager Zach Pritchard discussed the fact that Durham County had recently approved an ordinance to allow alcoholic beverages to be sold at Durham County owned and operated facilities. As part of the ordinance, Mr. Pritchard suggested that the Stadium Authority consider establishing a policy for the Durham County Memorial Stadium to sell alcoholic beverages at the stadium. Mr. Pritchard was of the belief that alcohol sales for selected events would be beneficial for the long-term success of the stadium. He recommended that the Authority approve of at least the sale of beer and wine at the stadium only for selected events within certain guidelines set by the Authority.

Discussion then was had as to whether the Authority was interested in alcoholic beverages being sold at the stadium. Members of the Authority present were of the opinion that sales of alcoholic beverages, only beer and wine, for selected events would be beneficial for the long-term success of the stadium.

Once there was a consensus among Authority members that sales of beer and wine would be beneficial for the success of the stadium, there was discussion as to the location within the stadium where the sales would occur, that is, either out of the concession stands and/or portable points of sale or out of a space within the stadium, designated as a beer garden. There were pros and cons discussed regarding where it would be best to make the sales.

At the conclusion of the discussion a motion was made by Commissioner Reckhow to establish a "pilot program" for a one to two year period to allow sales of beer and wine to be sold at certain events at the stadium; to establish a beer terrace/garden for the sale of beer and wine and limit the sale of beer and wine to



this designated area; and to monitor the pilot program and the guidelines established closely to determine whether the sales of alcoholic beverages was beneficial to the long term success of the stadium. The motion was seconded by Dan Moushon and passed.

Clarification of Sponsorship Sales Process

Mr. Pritchard discussed finding ways to continue to increase revenue opportunities and/or in-kind trade and setting policies and procedures in soliciting corporate sponsorship/partnerships for the stadium. It is his opinion that as the Authority introduces new policies and protocols at the stadium, we may have new opportunities for supplemental revenue streams.

Discussion was then had by members of the Authority on this matter, and it was agreed that the Authority would not want any advertising of any product that the Board of Health would not condone such as cigarettes. It was also brought out that the only advertising permitted under local ordinances would be internal advertising, that is advertising within the stadium, not outside the stadium.

A motion by Commissioner Reckhow and seconded by Dan Moushon to grant Zach Pritchard permission to find ways to increase revenue opportunities and/or in-kind trade for the stadium. The motion unanimously passed.

Report on Stadium Facilities

Zack Pritchard advised those in attendance that the track held up well for the Russell E Blunt East Coast Invitational which was held July 19 through 21; that the hammer cage was nearly completed; the javelin runway was resurfaced for the track meet; that the pavement of the parking lot had been completed; and that the heating and cooling for the restrooms, locker rooms and press box was being reworked.

A motion to adjourn by was made by Commissioner Reckhow and seconded by Dan Moushon at 1:40pm. The meeting was adjourned.

Submitted by Ed Bryson,

Secretary – Durham County Memorial Stadium Authority