



**MINNESOTA SPORTS FACILITIES AUTHORITY REGULAR MEETING MINUTES**

**Friday November 18, 2016, 9:00 A.M.**

**U.S. Bank Stadium, Hyundai Club**

**401 Chicago Ave, Minneapolis, MN 55415**

1. **CALL TO ORDER**

Chair Kelm-Helgen called the meeting of the Minnesota Sports Facilities Authority (MSFA) to order at 9:05 AM.

2. **ROLL CALL**

Commissioners Present: Chair Kelm-Helgen, Commissioner McCarthy, and Commissioner Griffith

Commissioners Absent: Commissioner Butts Williams and Commissioner Sertich

3. **ADOPTION OF AGENDA**

Chair Kelm-Helgen presented the agenda. Commissioner McCarthy moved approval of the agenda, seconded by Commissioner Griffith and approved unanimously – 3 YEAS, 0 NAYS

**APPROVED**

4. **APPROVAL OF AUTHORITY MEETING MINUTES**

Commissioner Griffith moved approval of the October 21, 2016 Regular Meeting Minutes seconded by Commissioner McCarthy and approved unanimously – 3 YEAS, 0 NAYS.

**APPROVED**

5. **CHAIR'S REPORT**

Chair Kelm-Helgen stated that US Bank Stadium hosted the MSHSL boys and girls high school soccer championships this month along with the High School football championship games. The first round of football games went from November 17th through November 19th, and the Prep Bowl was held from



November 25th through November 26th. As per the enabling statute, there were no charges to the MSHSL for these events. The MSFA, The Minnesota State High School League, and The Minnesota Vikings announced a special event in conjunction with the 2016 Prep Bowl. The Football Playoff and Prep Bowl Alumni Celebration honored past players from the football playoffs and Prep Bowl, as well as championship winning coaches and record holders from 1972 to 2015. This honorary celebration took place on November 25 during halftime of the 6A championship game.

Inline skating and running clubs at the Metrodome were a favorite memory for many Minnesotans, and U.S. Bank Stadium is excited to continue the tradition. The inaugural inline skating and running club events at U.S. Bank Stadium will begin on Tuesday, December 13th from 5:00 – 8:00 pm. The three-hour open skating and running event is for all ages. Skaters will need to bring their own equipment to participate, as skate rental will not be available. The running club will be located on the upper concourse, while the lower concourse is reserved for inline skaters. The season will continue through March 2017, and tickets for both will go on sale at the U.S. Bank Stadium Ticket Office on Tuesday, November 29 at 10 am, said Chair Kelm-Helgen

The dates for the season are as follows:

- December 13th, 20th, and 27th
- January 3rd, 17th, 18th, 31st
- February 3rd, 6th, 21st, 23rd, 27th
- March 1st, 6th, 9th, and 13th

Chair Kelm-Helgen announced that Pollstar, a world-wide concert industry magazine, announced nominations for the 2016 Pollstar Awards on Friday. U.S. Bank Stadium was included in the nominations for the category of Best New Major Concert Venue. U.S. Bank Stadium was one of six venues nominated this year for the Best New Major Concert Venue award. This prestigious industry award nomination comes after hosting a grand opening concert weekend featuring Luke Bryan's Kill the Lights Tour and one of Metallica. Pollstar is a trusted concert industry trade magazine based in Fresno, California.

Chair Kelm-Helgen noted that U.S. Bank Stadium hosted the Holiday Boutique from November 10th through November 12th. The boutique hosted many vendors, and some of the booths consisted of beautiful, custom made gifts. The event was a success, as over 18,000 people attended.



Chair Kelm-Helgen stated that U.S. Bank Stadium is excited to announce that Monster Jam will be coming back to Minneapolis! Monster Jam is the world's largest and most famous monster truck tour featuring the biggest names in monster trucks, including the Grave Digger. The two-day event will take place on both December 10th, and December 11th, and tickets can be purchased online.

6. **BUSINESS**

a. **Action Items**

i. **Extensions of Legacy Bricks Program**

The sale of commemorative Legacy Bricks was very successful, generating significant revenues for Plaza improvements and allowing Minnesotans to participate in the launch of U.S. Bank Stadium. Staff and the Vikings believe there is continued interest among the public for purchase of Legacy Bricks between now and May 2017. Part of the success of the prior sales was the efforts by the Vikings to assist in marketing the bricks. The Vikings are willing to do so again. Proceeds from the sales would be held as a funding source for the optional future acquisition of the Hennepin County property that is currently leased for a portion of the Plaza. If that purchase does not occur by December 31, 2021, then the Authority and the team would agree on other improvements to be made to the Stadium Plaza.

**Recommendation:** The Chair and CEO/Executive Director are authorized to negotiate and execute an agreement with the Minnesota Vikings concerning an additional commemorative brick sales program consistent with the discussion at the November 18, 2016 Board meeting. Commissioner McCarthy moved to approve the recommendation. Commissioner Griffith seconded the motion.

**APPROVED**



## ii. Use Agreement and Suite Use Policy Amendment

Staff has been negotiating proposed revisions to the Team's Use Agreement to cover three areas:

1. Clarification on the Team's right to utilize certain existing signs on the scoreboards and within the Stadium bowl, and providing for an additional payment to the Authority in return.
2. Allow certain "sponsorship activation areas" related to Team sponsors and providing for an additional payment to the Authority in return.
3. Clarifying access to Team suite holders to their suites during times when there are not Authority events being held.

The additional access to existing sign areas allows the use of existing signage locations for categories of sponsors that were not previously authorized. This will not result in any immediate changes to the number of signs or positions within the Stadium. The Team will make a \$230,000 payment to the Authority for this additional right for the first year and a subsequent annual payment depending upon the category of sponsors which use the authorized signage areas in the future. The agreement on sponsorship activation areas will require a payment from the team of \$90,000 for the first year and a subsequent annual payment depending upon which activation areas are used in the future.

These revisions will be contained in a Use Agreement Amendment, plus corresponding sponsorship and entitlement area Master Agreement Letters and an Annual Suite Access Agreement.

**Recommendation:** The MSFA authorizes the Chair and the CEO/Executive Director to negotiate and execute the Use Agreement Amendment in connection with Signage, Sponsorship Activation and Additional Event Suite Usage, as well as periodic revisions to corresponding Master Agreement Letters and a corresponding Annual Suite Access Agreement. Commissioner Griffith moved to approve the recommendation. Commissioner McCarthy seconded the motion.

**APPROVED**

## iii. Affirm and Adopt Suite Usage Policy

Under the Stadium Act and the Vikings Use Agreement, the Authority retains use of two suites for Vikings' games and for other Authority events. The primary purpose of these suites is to actively market U.S. Bank Stadium for a broad range of civic, community, athletic, educational, cultural, and commercial activities as the Authority is directed to do by the Legislature. For the purposes of transparency and effective marketing,



staff has developed a proposed policy on suite use to help achieve these broad marketing objectives. The proposed policy is attached.

**Recommendation:** The Minnesota Sports Facilities Authority affirms and adopts the attached Suite Usage Policy. Commissioner Griffith moved to approve the recommendation. Commissioner McCarthy seconded the motion.

**APPROVED**

### **Policy and Purpose for usage of MSFA Suites by MSFA Board members, staff and SMG**

The Legislature found in the Stadium Legislation that there is a public purpose for the MSFA to conduct events for professional football and a broad range of other civic, community, athletic, educational, cultural, and commercial activities.

The Legislature specifically tasked the Authority to achieve two main goals in operating and maintaining the facility:

- 1) Maximizing access for public and amateur sports, community and civic events as well as other public events in type and on terms consistent with those held at the previous stadium and;
- 2) Keeping the facility in a first class condition similar to other NFL facilities. In addition, the Board has tasked staff to develop short and long term Capital Plans to ensure that the facility stays in good repair and that necessary improvements such as technology upgrades or acquisition of additional stadium infrastructure should be foreseen and properly budgeted.

The Authority finds that in order to meet the twin goals of community and amateur sports access at affordable rates, as well as keeping the facility in a first class and competitive state, requires an aggressive and on-going marketing effort to attract and retain commercial spectator events as well as mega-events such as the Super Bowl and NCAA Men's Final Four that will maximize revenues.

The Authority has control of two suites whose purpose is to work with SMG to market the facility to potential and current commercial events. In addition, the MSFA will need to market to other mega events as well as community and amateur sports entities during NFL and other significant events.



The MSFA Board, staff, and SMG staff will actively participate in such marketing activities and efforts during MSFA events. Tickets for each event will be available to Board Members and the CEO/Executive Director for such purposes. In turn, tickets will be allocated to marketing and MSFA will work with SMG to invite potential and recurring users to events, along with mega-event customers and community users as well. Should either the CEO/Executive Director or an individual Board Member not be able to personally attend an event then their ticket(s) will be returned to the Authority for re-distribution.

Alcoholic beverages cannot be reimbursed by the MSFA and a process will be established for user reimbursement or purchase of these beverages similar to the practices implemented at the Metrodome.

7. **PUBLIC COMMENTS**

i. Same Dodd, Elena Dodd, and Alex Schwaller presented a creative idea to protect the safety of the birds from glass collisions at U.S. Bank Stadium. Elena Dodd presented a UV cover for the stadium windows to deter birds from flying in to the glass, while also keeping that glass translucent to the human eye. All three demonstrated that the film could also be used as a marketing tool, as words and logos could be etched onto the film, which is visible under an ultraviolet light. They also stated that the film could be installed inside the stadium in order to prevent damage from the harsh Minnesota winters.

8. **DISCUSSION**

There were no discussions.

9. **ANNOUNCE FUTURE MEETINGS**

Friday, December 16, 2016, 9:00 A.M. – Board Meeting

10. **ADJOURNMENT**

There being no further business to come before the MSFA, Commissioner McCarthy moved to adjourn the meeting, seconded by Commissioner Griffith approved unanimously – 3 YEAS, 0 NAYS.

**APPROVED**



The meeting was adjourned at 9:31 am.

ADOPTED this 21<sup>st</sup> day of November 2016 by the Minnesota Sports Facilities Authority.

A handwritten signature in black ink, appearing to read "Bill McCarthy", written over a horizontal line.

Secretary, Bill McCarthy

A handwritten signature in black ink, appearing to read "Ted Mondale", written over a horizontal line.

Ted Mondale, CEO/Executive Director