



Durham County Memorial Stadium Authority Minutes

Date: February 6, 2024

Time: Noon

Location: Virtual

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; Motiryo Keambiroiro, Director General Services; Crystal Thomas, Deputy Director General Services; Nathan McKinney, County Attorney; Evan Kramer, Stadium Event Coordinator

Absent: Commissioner Burns

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

Approval of Minutes

The minutes from the November 2023 meeting, upon motion of Ed Bryson and Second by E'Vonne Coleman to approve the minutes were unanimously approved by the Authority.

Updated November 2024 Meeting Date

The originally scheduled quarterly meeting date fell on election day in 2024. The Stadium Manager recommended that the Authority reschedule the meeting date to November 12, 2024, at 12:00 PM (Noon) via virtual format to allow community members to participate in the election.

Upon the Motion of Ed Bryson and Second by E'Vonne Coleman to approve the rescheduling of the November Meeting to November 12, 2024 at 12:00 PM, the motion passed unanimously.

Stadium Manager's Update

The Stadium Manager provided updates on several matters. The proposed "Flags for Heros" event, presented during the November 2023 Authority meeting, opted for an alternate location due to the additional requirements from General Services.

Mr. Pritchard shared that Durham County Stadium Management received all necessary documentation as requested from the Durham Rotary Club by the deadline as requested and filled in many of the gaps from their initial presentation to the Authority. After review by Durham County General Services leadership including the Director, Deputy Director, Assistant Director, and the Grounds Supervisor, General Services identified concerns related to the size of the flag. They provided an alternate configuration that General Services were agreeable to where the Durham Rotary Club could move forward with the event, but they could not exceed a 2' x 3' flag with a 7' tall pole.

A follow-up email from Mr. Everett to Stadium Management was shared with the Authority. Mr. Everett's email noted that due to significant increases in costs and changes to the nature of the event they had concerns about making the same impact (both financially and in awareness of their causes) as they intended after accommodating the proposed modifications.

Stadium Manager gave a brief recap of the NAIA National Championship Game. Noting that attendance was approximately 1,100 for the game. Mr. Bryson was concerned that only 1,100 attended the championship and that he did not see any publicity for the event on TV or in the newspaper. Mr. Pritchard shared that the Sports Commission did a radio blitz about two weeks prior to the game, and they had some TV Coverage of the community events hosted at the Carolina Theater and YMCA, but they did not do deep dives into the game itself. Also noting that the game this year was on a Monday afternoon which may have impacted attendance and initial conversations with Durham Public Schools to see

if it could become a community day or similar did not come together as planned. The Sports Commission also noted that they were happy with the Social Media engagement for the event throughout the leadup to the championship.

The Stadium Manager advised the group that there would be an upcoming meeting with Stadium Management and the Sports Commission to discuss upcoming events like the CIAA Conference Track Meet, the NCHSAA Lacrosse State Championships and other prospective event bids.

Mr. Pritchard also shared that he was part of the Countywide Website Platform Selection Committee. He noted that there were some better templates and abilities that these proposed platforms would be able to do compared to the current website platform and some new features that may be able to better support stadium processes.

Stadium Manager provided an update on the events calendar, noting that there had been feedback from the community on the new pricing structure for the facility which was approved by the Board of Commissioners in October 2023. Generally, it had been well received to this point and Mr. Pritchard commented that he had been sharing with groups that these changes were coming so they were prepared for the increases.

Mr. Epps spoke on the prospective CIAA Football Conference Championship bid and that he had been working with his network to sell his connections on Durham and the stadium. Mr. Pritchard shared with the Authority that the bid process was underway, and the packet would be submitted to the CIAA soon for Durham's participation in their bid process for games in November 2025-2027.

Ms. Coleman asked the manager how he was feeling looking forward to the end of the year, specifically financially. Mr. Pritchard noted that we were on target to meet the financial goals for the year. Comparatively that would fall behind FY2023 and be more in line with FY2022, primarily due to changes in the NAIA contract.

General Services Update

Deputy Director Thomas discussed the upcoming Durham County Budget process for FY2025. It was shared that the expectation would be that the operational budget for FY2025 would be flat when compared to FY2024. Acknowledging that while there have been considerable increases to the costs of services and items the current budget levels would have to encumber those additional expenses.

Authority Chair/Board Member Comments

Mr. Epps voiced concerns about needing to find ways to generate more income coming into the stadium to keep moving in the positive direction and ensure that Stadium Management has the equipment/staffing to help support the continued growth of the facility.

The Stadium Manager commented that the sponsorship component is going to be something we need to pursue from a revenue perspective. Mr. Pritchard shared the biggest challenge to pursue those items is available bandwidth in the workflow of the stadium management team. The lack of time to create prospective packages or the funding to help find a third party to assist in those sales makes it challenging to pursue these new revenue opportunities within the current conditions.



Stadium Authority Officer Elections

Nathan McKinney administered the annual board member officer elections.

Chair

Ed Bryson nominated Tyrone Wilson for the Chair position.

Tyrone Wilson was the only member nominated for the position and was voted unanimously to remain Stadium Authority Chair.

Vice Chair

Ed Bryson nominated E'Vonne Coleman for the Vice Chair position.

E'Vonne Coleman was the only member nominated for the position and was voted unanimously to remain Stadium Authority Vice Chair.

Secretary

Ed Bryson nominated Charles Epps for the Secretary position.

Charles Epps was the only member nominated for the position and was voted unanimously to remain Stadium Authority Secretary.

Both Chair Wilson and Secretary Epps noted that their terms on the Authority were due to expire later this year but were willing to serve in their respective roles assuming they were able to return to the Authority. Attorney McKinney noted that vacant positions due to expiring terms would be reconsidered in a future meeting.

Motion was made to adjourn the meeting by Ed Bryson and seconded by Jonathan Leach at 12:42 PM.