



Durham County Memorial Stadium Authority Minutes

Date: May 7, 2024

Time: Noon

Location: Virtual

In Attendance: Tyrone Wilson, Chair; E'Vonne Coleman, Vice Chair; Charles Epps, Secretary; Ed Bryson; Jonathon Leach;

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; Teah Rawlings

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

Approval of Minutes

The minutes from the February 2024 meeting, upon motion of Ed Bryson and Second by Charles Epps to approve the minutes were unanimously approved by the Authority.

Contract Processing

The Stadium Manager shared that due to some changes in processes and challenges that the staff had encountered during the Spring 2024 booking period that the Stadium Manager needed to better define system and approval process regarding contracting for stadium events. There had been several situations where groups requested counter signed contracts for the ability to process payment or request certificates of insurance from their respective providers and while that practice may had been informally done in the past those procedures were not fully outlined within the existing contracting process.

Upon motion of Ed Bryson and Second by Evonne Coleman it was approved unanimously to establish the contract processing procedures for the stadium.

Durham County Memorial Stadium Contract Processing Policy

Eff. May 2024

1. Date Availability and Reservation Form:

- Event Organizers (Licensee) are required to initiate contracts by contacting the Stadium Manager to check date availability and complete a reservation form. This form ensures current information about the event and understanding of facility policies and procedures.
- The Stadium Manager will utilize the established booking policy when managing the events calendar including short- and long-term event holds.

2. Recurring/Returning Events:

- Returning events may submit their event date(s) requests in writing to the directly to the Stadium Manager without completing a new reservation form if facility policies have not been changed and the contact information for the organization has remained the same.
- Organizers must communicate any updates or changes to their contact information prior to creating the contract.

3. Consistency in Contracting Process:

- Contracts will be drawn up by the Stadium Management Team using template(s) provided by the Durham County Attorney's Office and adhering to the Facility Rental Rates set by the Stadium Authority.

4. Handling of Contracts and DocuSign

- Durham County Memorial Stadium uses DocuSign to complete the contracting process. The licensee will receive the Contract, Invoice and Template for Required Insurance coverages at the time of contract.
- In case the licensee's contract management system does not work congruently with DocuSign, the organization can request a soft copy of the QAC approved contract. The Stadium Management Team will reupload the contract into the DocuSign system once the licensee is able to process the contract but prior to execution by the Stadium Authority.

5. Contract Revisions:

- Event Contracts are subject to review by Durham County General Services QAC Team. Stadium Management will make any necessary revisions recommended by the QAC team before sending the contract to the Event Organizer.
- The Licensee can request changes to language within the contract. That language is subject to review and approval by the Durham County Attorney's Office.
- If an organizer requests changes to dates and times after receiving the DocuSign envelope, the Stadium Manager will make the necessary changes and reupload as necessary if the date(s) requested are available.

6. Payment Process:

- Payments must be made to Durham County General Services at 310 S. Dillard Street, Durham NC 27704. Event organizers are responsible for ensuring payments are sent to the correct address.
- Payments must be received prior to the event date unless otherwise specified within the contract and/or approved by the Stadium Authority. Any overages charged due to changes in the scope of the event including but not limited to duration of event, equipment or vendor fees will be invoiced at the end of the event. These fees will first be withdrawn from the required damage deposit and any fee beyond that will be invoiced to be paid within 5 business days of the invoice. Non-compliance in payment of any rental fees including overages may result in the group not being able to rent the facility in the future until any outstanding fees are paid in full.

7. Execution of Contracts:

- Upon receipt of the contract, Certificate of Insurance, and necessary payments, the contract will be forwarded to the authorized signer designated by the Stadium Authority for execution.
- If the Licensee's organization or insurance provider requires a fully executed contract to process payment or generate any additionally required documentation, the Stadium Authority's authorized signer will sign the contract upon written request by the licensee.

8. Event Deposit Reimbursements:

- Durham County Stadium processes event deposit reimbursements approximately 30 business days following the event. Reimbursements can also be reapplied to future events, subject to eligibility criteria outlined in the contract.

Annually Durham County General Services tasks the Stadium Staff to identify objectives to try to accomplish to review or iterate on existing processes, policies and procedures. For the upcoming fiscal year the stadium management team has identified the following projects to help meet their goals and objectives.

- 1) Complete revisions to the existing Stadium Emergency Action Plan. Our existing plan has not been updated since 2019. Some of the documentation and processes are not aligned with industry standards nor do they apply to current processes.
- 2) Create event information sheets for staff and subcontractors. The goal is to better prepare the working staff for the event day and improve preparation for possible situations that may arise.
- 3) Develop a post-event survey system. This will help us better identify the short- and long-term needs from the event organizer's perspective.
- 4) Meet with Durham Sports Commission, Durham County Public Information, and other stakeholders in identifying ways to better market the events at the stadium. Use resources available to help build relationships within the local community that may better disseminate information on our behalf.
 - Mr. Bryson voiced his concern about not seeing information about events in the media including through Television and Newspapers. Mr. Pritchard shared that much of those items comes down to the financial side of buying media time which is cost prohibitive with current budgeting or relies on the groups renting the facility to get the word out like the Sports Commission does during the NAIA and their other tentpole events. The other avenue would be through social media since that is a lower cost way of providing information. Mr. Pritchard also identified that groups that partner with other organizations (non-profits or fundraisers) do help spread the word for some additional eyes. Vice Chair Coleman asked if the stadium has social media accounts. Mr. Pritchard shared that they do have accounts but what has been able to be done has been fairly limited so far but stadium staff was working on a process to increase at minimum the posts that go out. Mr. Pritchard also mentioned that he would continue to engage with the Public Information Office and utilize some of their resources. He also mentioned that events at the stadium have recently been highlighted during the announcement portion of the Durham County Board of Commissioners Meetings.

Stadium Manager's Update

The Stadium Manager provided updates on several matters, beginning with an overview of operations as the 2024 Fiscal Year concludes. This overview allowed the manager to share his team's insights into the strengths, weaknesses, threats, and opportunities related to the stadium's current operations and enabled the Authority to offer feedback and recommendations for future improvements.

During the discussion of the facility's weaknesses, a key topic was the community's awareness of the venue and its events. Vice Chair Coleman suggested exploring the establishment of a marketing budget for the facility. Although this might not be feasible for FY2025, Coleman emphasized that it is a necessary business expense that should be addressed. Mr. Bryson inquired whether someone could assist with creating press releases or news articles for the stadium. Mr. Pritchard mentioned ongoing discussions with Public Information Office about exploring new approaches. Vice Chair Coleman also noted that some groups were not fully promoting Durham County Stadium in their materials. Mr. Pritchard explained that while many groups are involved, they may not fully grasp how to disseminate information effectively beyond their own networks. He also noted that many events are referred to the Sports Commission for support and marketing. While recurring events have benefited from this support, many facility users lack the resources for extensive marketing. Stadium Management acknowledged that, with current staffing levels, they are operating at or above capacity. Some projects have been postponed to maintain ongoing venue operations, especially given the approximately 50% increase in event usage since 2021, when additional staffing was first added to manage the increased workload.

Facility Updates

Mr. Pritchard provided an overview of the CIAA Football Conference Championship Bid process for 2025–2027 and recapped the CIAA Track and Field Championships. He commended Evan Kramer, the Event Coordinator, for his excellent leadership and preparation of the facility for the Track Championships.

Mr. Bryson inquired about the return of the NAIA football games. Mr. Pritchard informed the Authority that the 2024 game was the final one under the current agreement between the NAIA and Durham. Currently, the Durham Sports Commission is not planning to pursue the bid for the next cycle but is exploring other opportunities with the NAIA. Mr. Bryson asked why the NAIA would not return, and Mr. Pritchard cited staffing constraints as a significant factor. He added that staffing levels are a common concern among regional venues, that participate in the Durham Sports Commission's Sports Tourism Committee, along with Mr. Pritchard.

The stadium recently completed a pressure washing project for the seating areas and walkways in preparation for the summer season and the CIAA Site Visit. Additionally, there was a \$30,000 increase in the janitorial contract to ensure adequate cleaning services for events in FY2024. The stadium will also be issuing RFPs/RFPs for game lighting retrofits and preferred vendors for the scoreboard.

Mr. Pritchard reported that the Durham County Sheriff's Office has increased its hourly rate to \$50.00 per deputy for security coverage at the stadium. This rate increase contributed to the loss of one event in the spring of 2024.

General Services Update

Deputy Director Thomas discussed the upcoming Durham County Budget for FY2025. As of the meeting, the county budget had not yet been approved, but departments were instructed to prepare for a 5-10% reduction in operating budgets across General Services Divisions. Deputy Director Thomas outlined the potential impacts and related them to the existing FY2024 budget lines. Director Keambiroiro noted that both General Services and the Stadium will need to be creative with expenditures and new programming in FY2025.

Authority Chair/Board Member Comments

Mr. Epps discussed the RV Rally held at the stadium from April 5–7, 2024. He expressed his enthusiasm for bringing this event to Durham, noting that it served a community in need and was a new type of event for the area. He mentioned positive discussions with previously inactive organizations and looked forward to expanding the event's reach in the future. Director Keambiroiro suggested exploring additional county support for the event, potentially partnering with the library, health department, and other county entities to enhance its value.

Mr. Pritchard noted that Tyrone Wilson's term on the board will end in May, and he is not eligible for renewal. However, Wilson could remain on the board until a replacement is named, if willing. The clerk of the board's office has revised the authority terms and conditions, indicating that if a member has served more than a year of a partial term, it is considered a full term. Charles Epps is eligible for renewal.

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