

LOUISIANA STADIUM AND EXPOSITION DISTRICT
BOARD OF COMMISSIONERS MINUTES
FROM THE MEETING OF OCTOBER 31, 2024

ROLL CALL

PRESENT: Present were Commissioners Vosbein, Landry, Becnel, Bowers, and Cvitanovitch. A quorum existed.

ABSENT: Commissioners Condos and Richmond.

WELCOME BY CHAIRMAN VOSBEIN

Following the Pledge of Allegiance, Chairman Vosbein made opening remarks to recognize and honor the passing of Eric Paulson, a long-time news reporter and anchor in Greater New Orleans. He was a friend to many and embraced the City of New Orleans after moving here from St. Louis. He and his career will be remembered, and a moment of silence in his honor followed.

Chairman Vosbein then congratulated ASM for its outstanding managerial and operational role with the Taylor Swift concert series. ASM will follow up with a full recap of the concerts and the roles that ASM played.

I. APPROVAL OF THE MINUTES OF THE AUGUST 22, 2024, MEETING

On motion of Commissioner Cvitanovitch, seconded by Commissioner Landry, the Minutes from the September 26, 2024, meeting were adopted without objection.

II. ASM/SMG REPORT (INCLUDING OPERATIONS)

Doug Thornton led the ASM Report and noted the following: The Taylor Swift Concert Series was the most successful concert series in the history of the Superdome, breaking records in many categories, including all-time attendance for a single performer and the highest gross revenue concert series. The City's hotel inventory was sold out. Attendees came from all 50 States and 10 Countries, with 80% of the ticket buyers being from outside of Louisiana. The average spend per person who traveled was estimated at \$1,300. The hotel/motel tax should see a significant upward bump. The ASM staff performed with excellence.

[This concludes the report of Mr. Thornton.]

Evan Holmes was next to speak for ASM, and he personally congratulated the ASM team in several categories: Operational success; Security; politeness to customers; long hours, including staying overnight in the building; Marketing; special touches, including the friendship bracelet attached to the Superdome.

Mr. Holmes recognized by name several staff members and congratulated Abby Jones for social media success, technology advances, merchandise success, a close working relationship with NOPD and the State Police, with the whole experience being a great trial run for Super Bowl 2025. By all metrics, it was an overwhelmingly positive weekend for the Superdome and the City.

Turning briefly to the Master Plan Project, Mr. Holmes noted that: The Master Plan Project is close to completion, maybe 45-60 days out from the Fire Marshal's inspection, a Certificate of Occupancy, and a Certificate of Substantial Completion.

For Super Bowl 2025 preparation, meetings continue with the NFL, host hotels, supplemental venues, and City-wide planning.

Commissioner Becnel congratulated Mr. Holmes on behalf of ASM for the "niceness" of ASM Staff at every level of the Superdome for the Taylor Swift Concert Series. Customer service was outstanding, and the events rivaled Mardi Gras and the Super Bowl, thus providing the imagery that the City needed. Mr. Holmes echoed those comments by reinforcing the notion that the staff worked very long days, and their success can be traced to training, depth of experience, and an all-in, all-hands-on-deck approach.

Mr. Thornton supplemented those comments by noting that many ASM Staff have been working 15-20 years in their positions and that ASM does a good job of training and then retaining employees without too much attrition. The personal touch makes a big difference.

Mr. Holmes then returned to recent events, other than the Taylor Swift Concerts, including reports on: Upper Deck Golf; and high school football at The Shrine on Airline. He then deferred to Alex Bowen for his Event Update.

[This concludes the report of Mr. Holmes.]

Mr. Bowen reported on: the Little Wayne Festival has a sold-out show; the Rod Wave Concert; Mary J. Blige; Jim Gaffigan and Sebastian Maniscalco comedy show scheduled for February; and André Bocelli with the Louisiana Philharmonic Orchestra scheduled for June.

[This concludes the report of Mr. Bowen.]

Daniel Burke then presented the Financial Report, an abbreviated summary that included: Fiscal 2025 Cash Flow Forecast; the Hotel/Motel tax as the primary component of the LSED's Budget, including a Collections Report; the seasonality of tax collections; the Smoothie King Center Financial Report; and the Caesar's Superdome Financial Report, both of which are performing at a high level relative to Budget numbers.

[This concludes the report of Mr. Burke.]

Abby Jones then provided her report. She introduced her sales and marketing team: Martha Martinez; Caroline Guidry; and Kathryn Murphy; all of whom actively seek business for the Superdome and the Smoothie King Center. She then introduced Rechelle Fields to congratulate her for creating the Premium Experience Sales Department, which has produced additional revenue from concerts.

Abby then introduced others, including Mike Hoss, Mikelle Salas, Bryson Dronet, John Edwards, and Sophie Hebert. This team covers all aspects of marketing in the Concert and Event Industry and includes graphics, social media communications, and other outreach to bring attention to the facilities and the City. Abby Jones' Team received great recognition and applause.

Abby and her team were the creative thinkers who used the friendship bracelet concept at 13 different locations that guests often visit in New Orleans. The "bracelet" that was hung on the Superdome was an incredible concept that drew national attention and it will be shared in a "pay it forward" concept to Lucas Oil Stadium in Indianapolis. Chairman Vosbein (personally and on behalf of the LSED) thanked Abby Jones and her team for all the behind-the-scenes work that made this concert series a wonderful success.

[This concludes the report of Ms. Jones.]

Eileen Long provided her report on Capital Projects, including: the update on the John Alario, Jr. Sports Complex; the Shrine on Airline RFP/RFQ for the selection; and the Hub Club project at the Smoothie King Center, which should be completed by Thanksgiving.

[This concludes the report of Ms. Long.]

Kathleen Turner then gave her report, which included the following: The Superdome was chosen by the NFL and the Super Bowl Supplier Host Committee and the Greater New Orleans Sports Foundation as the site for a recent Supplier Diversity Committee Meeting and a Source Membership Mixer. This was a networking experience geared toward helping local businesses grow, scale, and sustain. A tour of the newly-renovated Superdome was included. Media coverage from TV stations WVUE, WGNO, WDSU, and WWL participated. Mike Hoss was recognized for his participation and assistance.

[This concludes the report of Ms. Turner.]

III. LEGAL REPORT

The Chairman then turned to Legal Counsel to present 12 Resolutions on the Agenda for the October 31st meeting. On the recommendation of Legal Counsel, all 12 Resolutions were adopted. Copies of the complete Resolutions are attached to and made a part of these Minutes.

IV. ADDITIONAL COMMENTS

(None at this time.)

V. ADJOURNMENT

There being no need for a Louisiana Sports and Entertainment District meeting and no Public Comment, on motion of Commissioner Bowers, seconded by Chairman Vosbein, with all Commissioners present voting in favor, the meeting was adjourned at 2:45 PM.