

### **AC MILAN v CHELSEA GAME, Aug 3**

Michele Kelm-Helgen

Hank Helgen, MKH guest (paid for ticket)

Thomas Helgen and Adam Fetcher, MKH guests (paid for tickets)

Pat and Scott Sharkey, MKH guest (paid for tickets)

X games (3 tickets, included X Games staff and consultants) who were in town for the day to review stadium set-up, operations and details for our 2017/2018 bid

U of M Attendees:

- Deputy Athletics Director John Cunningham (paid for ticket)
  - Associate Athletics Director/Facilities Scott Ellison (paid for ticket)
  - Senior Associate Athletics Director Tom McGinnis (paid for ticket)
  - TCF Bank Stadium Director of Event Management John Tweedy (paid for ticket)
  - Former Senior Associate Athletic Director for Strategic Communications Chris Werle (awaiting his check for tickets)
- Purpose: Gophers Athletics Department staff were invited to join staff from U.S. Bank Stadium and Sports Minneapolis to host the X Games staff. At the time, the University and MSFA were jointly pursuing an X Games bid since TCF Bank Stadium was still under consideration to host X Games events. In addition, athletics department staff were working with U.S. Bank Stadium staff on select NCAA Championship bids. The August 3 game provided an opportunity to observe stadium operations for a major event.

D. Evan Sallee, Fairstate Coop, NE Mpls; working with the stadium on local craft beer exposure and events; potential for craft beer festivals, etc.

\*Relevant Sports, event promoters, did not require tickets but came to the Suite during half time and the Authority participated in pictures and promotions during the event

### **LUKE BRYAN CONCERT, August 19th**

Michele Kelm-Helgen

Hank Helgen, MKH guest (paid for tickets)

Paul Weirtz, ATT, guests daughters and boyfriend, MKH (paid for tickets)

Elizabeth Brady and boyfriend (Paul), MSFA staff; (paid for tickets)

Mike Buller and spouse, MMB Holdings, Business Consultant, Purpose: meeting and event marketing (have notified me that they plan to send a check to pay for tickets, but haven't yet received)

Dave Fisher, ManCave Meats, and spouse. Purpose: meeting and event marketing

\*Concert Promoters, Corporate SMG staff; did not require tickets but came to the Suite to meet Commissioners and the Authority Chair participated in pictures and promotions during the event (have notified me that they plan to send a check to pay for tickets, but haven't yet received)

Guests of Chair Michele Kelm-Helgren

**METALLICA, August 20th**

Michele Kelm-Helgen

Hank Helgen, MKH guest (paid for tickets)

Robert Hanlon, MKH guest (paid for tickets)

Jim Tierney and spouse, Tierney Brothers, meeting and event marketing

Julie Idelkope, Pfizer, meeting and event marketing

Scott Stenman, Hammes Corp, Project Owners Rep and spouse, Sherry Stenman; had their own tickets, came to the suite and joined us for a time.

\*Concert Promoters and Corporate SMG staff; did not require tickets but came to the Suite to meet Commissioners and the Authority participated in pictures and promotion during the event

**SD CHARGER GAME, August 28th**

Michele Kelm-Helgen

Bill and Will Brady, guests of MKH (paid for tickets)

Sports Mpls staff, focused on marketing with MSFA and U of M, for X Games, Super Bowl, numerous NCAA championships:

Brent Foerster

Madonna Carr

Matt Meneir and John Tweedy, U of M TCF Director of Event Management (paid for ticket)

Margaret Anderson Kelliher and spouse, MN Ballpark Authority Board Chair, mutual promotion of stadiums and partner work on significant event bids (X Games, Final Four, etc)

Tom Conboy and spouse, Tom Conboy Sales Group, marketing focused on meetings and events for businesses (have notified me that they plan to send a check to pay for tickets, but haven't yet received)

Danielle Pierce and her guest, Jake Lund, Tunheim, marketing assistance to the Authority (paid for the tickets).

**LA RAMS GAME, Sept 1**

Michele Kelm-Helgen

Lee Sheehy and Cathy Lawrence, guests of MKH (paid for tickets)

Elizabeth Brady, MSFA staff and 2 guests (Elizabeth Morrissey and Megan Edgerton (paid for these tickets)

Kevin Lindsey, Human Rights, work with us on recruitment and outreach for women and minority small business and worker programs for building operations to meet targeted goals (paid for ticket)

Allí Fetissoff, VP of Strategy and Communications, New Partners; oversees events and marketing, looking at event space and venues for clients

Katie Tinucci and spouse, College Football bid director 2016 and marketing work for upcoming College Football bid

David and Jan Jones, Hubbard Broadcasting, meeting and event marketing (paid for tickets)

Linden Zakula, Communications assistance for State support on marketing bids for major events (X Games, Final Four, College Football and Super Bowl); (paid for ticket)  
David Ybarra, President of MN Pipetrades Association and MN Ballpark Authority Boardmember, and spouse; meeting and event marketing for trades and mutual stadium promotion and partner work on significant event bids  
Jeff Miller and spouse, Minneapolis Building Trades, meeting and event marketing  
Myron Frans, MMB Commissioner, assistance for major bids (SB, Final Four, College Football and X Games) (paid for ticket)  
Susan Segal, City of Mpls, assistance for major bids (SB, Final Four, College Football and X Games) (paid for ticket)

### **GREEN BAY PACKERS GAME, Sept. 18th**

Michele Kelm-Helgen

NCAA Mens Basketball Staff (2) were in town for the day to tour the stadium and outside environs and see the operation of the event; the Final Four marketing for our 2019 bid award and the next bid which will be due next year, was the primary the focus of this game/event for the following people:

Mayor Betsey Hodges, City of Mpls and spouse (paid for tickets)

Myron Frans, State of MN (paid for ticket)

Susan Segal, City of Mpls (paid for ticket)

Kate Mortenson, CEO, Final Four LOC

Melvin Tenant, Meet Mpls

Scott Romane, Sports Mpls

U of M Attendees:

- Director of Athletics Mark Coyle and his wife (paid for tickets)
- Deputy Athletics Director John Cunningham (paid for tickets)
- Senior Associate Athletics Director Tom McGinnis (paid for tickets)

Purpose: Gophers Athletics Department staff joined U.S. Bank Stadium staff, and representatives from Meet Minneapolis and Sports Minneapolis, to host staff members from the NCAA and observe stadium operations. This was the NCAA's first opportunity to see the stadium after Minneapolis was awarded the 2019 Final Four, for which the University will serve as the host institution.

Bob Bruiniks and spouse, Former U of M President and member of NCAA Board and Former Chair of the Big 10 basketball committee (paid for tickets)

Fred and Mary Jahnke, owner of Premier Electric, meeting and event marketing for their business

Guests of Chair Michele Kelm-Helgren

### **NEW YORK GIANTS GAME, Oct. 3**

Michele Kelm-Helgen

X Games executives and Staff (8) were in town for the day to review operations, set-up and execution for their event and joined us in the suite that evening; another marketing bid is being prepared for 2019.

To support these marketing efforts for the 2017/18 bid and the bid we are making next year, the following City of Mpls people were with us to support these marketing efforts:

Councilmember Jacob Frey (paid for ticket)

City Coordinator Spencer Cronk (paid for ticket)

### **HOUSTON GAME, Oct. 9th**

Michele Kelm-Helgen

\*Hank Helgen, spouse, had ticket in his own seats where he sat but he stopped by the suite and had something to drink (paid \$20.00)

Bill and Julie Brady, guests of MKH (paid for tickets)

Fran Neir, guest of MKH (paid for ticket)

Elizabeth Brady, MSFA staff, SRO, (paid for ticket)

Michael McLaughlin, Urban Works, and guest Lori; marketing assistance related to skyway path/hours for game day and Authority events

Steve Cramer and spouse, President/CEO of Downtown Council, working with the Authority on stadium and Commons promotion and marketing with businesses in Mpls, major event promotion, etc

Pat Hickey, CEO, Print Group GLocal/Print Group Midwest and spouse, marketing for meetings and events (paid for tickets)

Kevin Lewis and spouse, Executive Director at Building Owners and Managers Association of Mpls and St Paul; marketing for meeting and events as well as assistance for large event promotion and skyway route assistance

Scot Housh and spouse, Managing partner of Willis, Co-Chair of College Football Championships 2016 bid and marketing for upcoming bid

Peggy Lucas and spouse, marketing assistance and event promotion with Mill City business and residents associations, a developer in the Mill City area, promoting economic investment in the area; Peggy served on the City's implementation committee and is also a member of the Board of Regents (paid for ticket)

Guests of Chair Michele Kelm-Helgren

## **DETROIT GAME, Nov. 6th**

Michele Kelm-Helgen

Chris Meuers, and spouse, MKH guests (paid for tickets)

Andy Kozak, MKH guest (paid for tickets)

Dan Collison and son, Executive Director of the East Town Business Association; Dan works on marketing and community engagement, promoting the stadium and many events

Bill Robertson, Mens Commissioner Western Collegiate Hockey Association, and guest, Mr. Pat Nesheim; toured venue for potential marketing for stadium hosted conference championship game or showcase hockey event or meetings; event promotion and marketing

Met Transit has worked to partner with us to increase light rail and bus ridership and improve the operational efficiency to increase and enhance customer experience at the stadium and help market events to stadium clients in the future. Met transit operational staff were invited to this game to review the operational flow of the light rail and bus service (observing entrance and exiting the building) to help increase ridership which benefits marketing of the stadium.

The following Met Transit staff attended:

Brian Funk, Dir. Of Bus Operations

Mark Benedict, Dir of Light Rail Operations

Michael Guse, Manager of Rail Communications Center

Demetairs Bell, Asst Manager Street Operations

Jenny and Brian Winkelaar, Director of Public Relations at Mpls Building and Trades Council; promotion and marketing for events and meetings in stadium with Trade Council members

Dan McConnell and Becky Boland, Business Manager, Mpls Building and Trades Council;

promotion and marketing for events and meetings in stadium with Trade Council members

Jill Griffiths, Chief Development Officer of the National Sports Center Foundation (and Larry Pogemiller, who has paid for his ticket); The Authority is having discussions about bringing more Amateur Sporting Events to the stadium, to fulfill the mission of our legislative mandate. The National Sports Center Foundation was created to run the programs and activities of the National Sports Center.

Ken Peterson, Commissioner of Doli and son (paid for tickets); Department of Labor and Industry continues to work with us on programs to meet labor and diversity goals for building operations

U of M Attendees (paid for tickets)

- Chief of Staff Amy Phenix and her husband
- Deputy Chief of Staff Elizabeth Eull and her husband

Purpose: Phenix and Eull attended the game as representatives of the Office of the President.

The University and the MSFA partner on a variety of event hosting bids. For example, the organizations were necessary partners to bid on hosting NCAA championships, like the successful 2019 Final Four bid, which require a large facility (i.e., U.S. Bank Stadium) and an NCAA institution (i.e., the University). Other bids have included the X Games and 2018 Super Bowl.

## **ARIZONA CARDINALS GAME, Nov. 20th**

Michele Kelm-Helgen

\*Michele's daughter was at the game with other family and had a ticket and seat in another area of the stadium; while she did not have a ticket for our suite, she did come to the suite with me a couple of times for awhile (she had just come home for Thanksgiving and wanted to see me) and ate a hot dog, some popcorn and had a diet pepsi. (I have paid \$20.00 for her food and beverage)

Bill and Julie Brady, MKH guests (paid for tickets)

Michael Langley, Greater MSP and spouse; marketing for events and meetings

4 additional Greater MSP staff, marketing for events and meetings

Gary Cunningham, MEDA; (paid for ticket); work with MEDA on marketing for minority businesses who may fulfill our targeted business stadium operation goals and expose MEDA businesses to meeting and event spaces in the stadium

Chuck Lutz; City of Mpls; (paid for ticket); attended the event to see the infrastructure and logistics of the stadium and how it functions, relative to the work being considered by the City (contra-flow lane being considered, street closures for major events, commons operation and function, etc)

Louis King, and 2 additional Summit Academy staff; marketing and outreach to recruit minority and women workers in the stadium

Robbin Roulliard, Owner of Boom Travel and spouse, Tom Magnuson; marketing to promote stadium events and space rental as they plan events and travel to Mpls

## **DALLAS COWBOYS GAME, DEC 1st**

Michele Kelm-Helgen

NCAA staff, (4), were in town for the day and a half to tour the stadium and outside environs and see the operation of the event; Final Four operations for our 2019 bid award was the primary focus of the evening. Knowing we are bidding again for coming years, assuring staff that our stadium works and functions well is necessary for future bid years, as well.

Matt Menier, Scott Romane, Meet Mpls; marketing and promotion of Minneapolis and stadium and events with Xgames staff, NCAA staff and other significant event promoter

2 people with a significant event group that we will be bidding on

2 people here with a concert promotion group, looking at a possible summer music series

2 people (Joe and Jill Duncan) promoting a possible terra cross event and X Games events

Mark Rivard who is working with us to promote the stadium for 2020 X Games and working with the schools on a skate board project