PROCEEDINGS OF THE BROWN COUNTY
EXECUTIVE COMMITTEE & EDUCATION & RECREATION COMMITTEE
JOINT MEETING

Pursuant to Section 19.84 Wis. Stats., a special joint meeting of the **Brown County Executive Committee and Brown County Education & Recreation Committee** was held on Monday, March 11th, 2019 at the Brown County Central Library, 515 Pine Street, Green Bay, Wisconsin.

Present: **Executive Committee:** Chair Lund, Vice Chair Moynihan, Supervisor Erickson, Supervisor Hoyer, Supervisor Sieber, Supervisor Van Dyck

Excused: Supervisor Buckley

Education & Recreation Committee: Chair Van Dyck, Vice Chair Ballard, Supervisor Landwehr
Excused: Supervisor Lefebvre, Supervisor Suennen

Others Present: Corporation Counsel David Hemery, Internal Auditor Dan Process, Supervisor Brusky, Supervisor Borchardt, Chief Deputy Register of Deeds Sara Frisque, Supervisor Kneiszel, Golf Course Superintendent Scott Anthes, Director of Administration Chad Weininger, other interested parties and media.

I. Call meeting to order.

The meeting was called to order by Executive Committee Chair Tom Lund at 6:30 pm
The meeting was called to order by Education & Recreation Committee Chair Van Dyck at 6:30 pm.

This meeting followed the design presentation of the Expo Center project, a copy of that presentation is attached hereto.

II. Approve/modify agenda.

Executive Committee:

Motion made by Supervisor Hoyer, seconded by Supervisor Sieber to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Education & Recreation Committee:

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public.

Robert Renners, 4613 Hillcrest Dr., Hobart, WI
He stated that he has been following this project from its very beginning and he has been somewhat concerned that the Veterans would be the second spoke in the wheel, so to speak. In his view, the Veterans are the wheel. He said that he watched the presentation earlier and he was not too impressed for several reasons. From the very beginning, when they went down the list of events and functions of the facility, the memorial was the second to last item on the list of functions. From his perspective, the memorial is the purpose of this facility. The fact that basketball games, concerts and so forth are held there are secondary functions. Throughout the whole presentation, he did not hear mention of the veterans memorial one time. It was inferred on a couple of occasions, but it appears to him that they are losing track of what the community is proposing, which is removing one memorial and replacing it with another. He asked the committees numerous times over the years when there was an advertisement or publicity for a function there to have it indicated it would be held in the Brown County Veterans Memorial Arena, not just the Arena. He proposes this facility be referred to as Brown County Veterans Memorial Hall and functions are to be

referred to as being held at this title, not "The Expo Center" nor at "The Arena" and he can't emphasize this enough. He spoke to the fact that he talked to some people privately and he was ensured the Veterans would be well recognized and he takes them at their word. He reiterated that he suggested at one of the meetings that they install a large bronze memorial on the wall, prominently lit, so that they know that the old facility was raised and the new facility was being built and rededicated as Brown County Veterans Memorial Hall. He sat on the County Board himself for 8 years so he knows the function of the committee structure and the purpose and effort of debate when making a decision, which is why he went to this meeting. He wanted it on the record that as of this particular moment the proposal does not satisfy the recognition of the veteran. He is talking specifically about the millions of Veterans that came before him, including the half a million that lost their lives in World War II alone. He recalled that he landed in Normandy on D Day and he did not ask to go there but he had to go there at that point in history. It is insulting to him to hear college students ask their professors who won World War II and this committee should help stop this from happening. He spoke with a gentleman on the committee who ensured him that the Museum Committee was studying some of the artifacts and some of them will be displayed in the Veterans Hall. He would like to know when the next Museum Committee meets as he would like to attend so he could express some of his concerns so that it becomes a topic of discussion in the community. If he was wrong, he would like to be told so, but he does not feel that he is.

Chair Lund thanked him for his comments and for his service.

1. **Discussion and possible action regarding proposed Expo Center design.**

Supervisor Moynihan said that this design presents the "wow" factor that they were all looking for and which they all seek, while possessing the functionality that they desire as well. This will be a jewel for the State of Wisconsin as a whole. He talked about being a Veteran himself and he has spoken with the committee throughout this process and he ensured that recognizing Veterans has always been at the forefront of discussions.

Supervisor Sieber had a question regarding the naming of the facility and what direction that was headed in.

Moynihan said that for purposes of presentation "Brown County Expo Hall" has just been placed on there for the moment as they are seeking naming rights. He would have to defer to Administration in that regard as they have been communicating with interested parties.

Sieber would like to see Veterans Memorial retained in title regardless of cost as it sends the right message to keep that intact.

Moynihan highlighted the fact that the whole complex is known as the Brown County Veterans Memorial Complex. This is all part of the Administration and he couldn't speak for them.

Director of Administration Weininger came up to answer questions.

Sieber wondered if naming rights would come before the County Board or if this was strictly an Administrative function. He would like to do whatever he can to keep "Veterans Memorial" in the title.

Weininger noted that in order for this project to work, they need to raise $8 million in naming rights. This will include putting a package together trying to sell these naming rights.

Sieber asked if there was any mention in these documents that are being used to sell naming rights that they would like it to still be called the Veterans Memorial.

Weininger replied that there hasn't been. He spoke about when this went out they entered into an agreement with the 7 municipalities and an MOU with Ashwaubenon where they outlined specific things that the County Board asked for.

Sieber questioned if wanting it still to be called something to the effect of "Veterans Memorial" was one of them.

Weininger told him that it was not, it included, having 2 public hearings, include a Veterans memorial into the design of the building, and making sure the Veterans Memorial outside was not moved but it could be enhanced.

Sieber wanted to know if the naming rights document would come before the County Board.

Weininger said the naming rights would be done administratively and they would work with the Village of Ashwaubenon on this.

Supervisor Landwehr said that after speaking to architects a question came up regarding an escalator in the facility. He wasn't arguing for or against the idea but felt that it needed to be discussed even though there are elevators in the design. The distance from the first floor to the second is 20 ft., or the equivalent of 2 residential flights of stairs. His understanding was that the escalator had been removed from the design.

Weininger said he was at a meeting where this was talked about for some time, the issue is that this isn't targeting the same demographic as the KI Center is and the majority of the things will be handled on the 1st floor space. But he informed them that he will talk with design team to be sure there is enough floor capacity for this. If this was an Exposition Center and they were going to do a lot of meeting spaces up there then it would definitely make sense and they wouldn't want to make the same mistake the City of Green Bay made by not taking into account the volumes of people that need to go up there. If you look at the design of this, there is not a large second floor.

Landwehr noted that his understanding is that there are 6 1,200 sq. ft. rooms that would be used potentially for having meetings and things like that.

Weininger ensured him that at the next design meeting, this is something that they would discuss. If they were going to have more capacity on the second floor then escalators would make sense. So, he will discuss with the design team to make sure there is enough capacity to merit escalator installation.

Van Dyck commented on this and at the work session this was discussed quite a bit and there was an escalator in and taken out on future plans. The group was more inclined to move the elevator into a more centralized location and increase the size of the elevator to accommodate more people. Part of the problem with the escalator is that even if it is put in, they still have to add another set of steps because the 2 sets that are there now won't accommodate if the escalator is installed which adds to the complexity of where to put another set of steps. It was looked over quite a bit already and can be revisited but for the fact of the number of people that would have to be moved upstairs, adding another set of steps, and trying to increase the size of the elevator all contributed to why it was decided to be left out.

Supervisor Erickson agreed with Supervisor Landwehr and thought that the big picture needed to be looked at and this was something that was going to stand for a very long time while the use of it changes somewhat throughout the course of time possibly into a small convention venue considering the square footage available upstairs and so forth. He doesn't think that people would be happy with standing and waiting for an elevator and people would look at this and hesitate from renting the facility. This is something that would be there for a lot of years and he doesn't want to make the same mistake the KI Center made as they are losing future business because of this. It is something that cannot be corrected after it is built. He also emphasized that there better be mention of the Veterans Memorial Complex in the name and whoever purchases it can have their company name before "Veterans Memorial Complex." He said any room you walk around in there, there are bound to be Veterans and he chairs the Brown County Veterans Subcommittee who are a very close knit group. If you take away that name there will undoubtedly be backlash because of it. There are definitely some things to consider and he doesn't want to lose scope of this picture just for monetary purposes.

Ballard talked about when they were deciding how big of an Expo Center they wanted, one of the ideas that was discussed then was if it was a certain amount of square footage then they could have certain events there. His question was, if the escalator is removed what events does that limit them not to get?

Ken Wachter, 119 ½ N Broadway, Green Bay, WI, 54313
He started out by saying they had a lengthy debate on the escalator and they also manage the Resch Center which has no escalators. Having no escalators doesn't stop them from doing any business. They just had the High School Basketball State Tournament there with 40,000 people and 80% upstairs to get to their seats. All of the bathrooms are upstairs as well, they get an occasional complaint but it doesn't stop around 800,000 people coming through that building through the course of a year. An escalator would be nice but it is not a necessity for them to do business. Most of the events that are going to be held there 90% of people are going to enter and stay on the lower level. They don't anticipate being in the big banquet or wedding business upstairs due to staying out of that business because these buildings are funded through hotel tax and they've communicated to the hotels that they don't want to be in that business. The rooms upstairs will be used for things like when there are RV shows and camping shows and so forth they will have lectures and talks in those rooms regarding those topics. If all of those rooms were filled at the exact same time there would be about 800 people up there and they don't anticipate that happening all the time. So, they don't think having an escalator is a necessity, although they are nice to have they don't anticipate losing events due to not having one. They could always revisit the idea but the KI is a little bit of a different situation because if you attend a wedding there or a high profile event, then you have to get upstairs.

Sieber asked Weininger if this was the final design for the Expo Hall. Specifically, if this was approved he wondered if they would still be able to work on certain areas like the second floor.

Weininger said that if this was approved, the project wouldn't be static, they would still be able to make minor adjustments. Outside will stay the same and the way it functions and all of those things have been well thought through so those might not change much. Like any project, there will most likely be some ebbs and flows in the interior design. There will still be pieces like the escalator topic that will be looked at but there will not be substantial changes to the structure itself. This project is moving very fast and once they get closer to the end, it will only get harder to redesign. He added, when the room tax got passed for this one of the things they agreed on was that they wouldn't target KI events.
Van Dyck emphasized that sooner or later they would have to address this. There is roughly 5,000 sq. ft. of space on the second floor that is dedicated for document storage to be used for documents that are currently in the old Packer Hall of Fame that have to go somewhere. It was part of the original design that there would be a place to store documents and in the past couple of months came to more light. The question that he thinks that this board has to answer is the direction that they want to give to administration to find space within this building to store the documents that are already there? Or, does this board want to go somewhere else with these documents and find a different place to store them? Sooner or later the space is going to be built or not built. In general, he has an issue with allocating space within this building in one of the more expensive areas in Green Bay to store documents.

Lund replied that he wasn't aware of this. But if you have 5,000 sq. ft. of a building on one of the most important corners in all of Brown County he is not sure why it would be used for documents. There surely should be someplace else that they could store these and they're going to have to be stored someplace else until the building is built anyways.

Moynihan asked where they thought that storage should be. If the 5,000 sq. ft. gets added for the storage space and eventually some of these documents are going to go away and then there is storage for the facility itself making it a win-win situation.

Weininger informed the committee that this piece of it is a very small one. If this gets approved to move forward, the TS Director and the Public Works Director are working on some alternative costs at the moment and when those come in he will be able to provide them with those numbers. These will help them make the decision to put it in the unused space of the mezzanine or create a standalone building for those. When those numbers come forward, this design change should be able to be made. They will have to make a decision in a relatively short period of time and can't wait 3 or 4 months down the road. The Village of Ashwaubenon and the architects can make that change so at this meeting it doesn't really make sense to debate because they don't have the numbers before them. He would just suggest moving forward until those numbers are available.

Executive Committee:

Motion made by Supervisor Moynihan, seconded by Supervisor Sieber to approve the Expo Center design as presented previous to this meeting. Vote taken. MOTION CARRIED UNANIMOUSLY

Education and Recreation Committee:

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve the Expo Center design as presented previous to this meeting. Vote taken. MOTION CARRIED UNANIMOUSLY

2. **Such other matters as authorized by law.**

At this time Supervisor Erickson submitted a communication to amend the MOU to include the words "Veterans Memorial." This communication will be placed on both of the next Executive Committee and Education & Recreation Committee agendas.

Lund informed everyone that he received a communication from Supervisors Erickson, Sieber, Hoyer, and himself to make sure "Veterans Memorial" is included in any naming of the facility.

3. **Adjourn.**

Education & Recreation Committee:

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to adjourn at 7:03 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Executive Committee:

Motion made by Supervisor Moynihan, seconded by Supervisor Hoyer to adjourn at 7:04 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Therese Giannunzio	Cayden Lasecki
Recording Secretary	Transcriptionist

EXPO CENTER & DISTRICT REDEVELOPMENT PROJECT

DESIGN + CONSTRUCTION TEAM

JEFF PIETTE
PROJECT MANAGER

TODD GRALLA
EXPO CENTER EXPERT

RYAN FREELAND
DESIGN ARCHITECT

MATT BREEST
LEAD PROJECT DESIGNER

GREG ZAMELL
PROJECT ARCHITECT

COLLEEN CASSIDY
PROJECT DESIGNER

CHRISTINE WRIGHT
INTERIOR DESIGN

RUSS MURDOCK
MEP ENGINEER EXEC.

MIKE VOGEL
STRUCTURAL ENGINEER

COREY BRUMBAUGH
PRINCIPAL IN CHARGE

KURT WOLFGRAM
PROJECT EXECUTIVE

ERIC BRANDT
PROJECT MANAGER

KAHLER SLATER | POPULOUS | HENDERSON ENGINEERS | GRAEF | MIRON

PROJECT

$93M

PROGRAMMING	**NOV 2018 - FEB 2019**
WORKSHOP 01	NOV 1+2
WORKSHOP 02	NOV 19 + 20
WORKSHOP 03	DEC 11
WORKSHOP 04	JAN 17
WORKSHOP 05	FEB 5
WORKSHOP 06	FEB 28
SCHEMATIC DESIGN COMPLETE	FEB 2019
DOCUMENTATION	**DEC 2018 - SEPT 2019**
DEMO	**APRIL 2019 - JUN 2019**
CONSTRUCTION	**JUN 2019 - DEC 2020**
COMPLETION	**JAN 2021**

PROGRAM

INDOOR

CONCESSION
EXPO HALL
FOOD SERVICE
MEETING/OFFICE
PREFUNCTION
RESTROOMS
LOAD/SERVICE

OUTDOOR

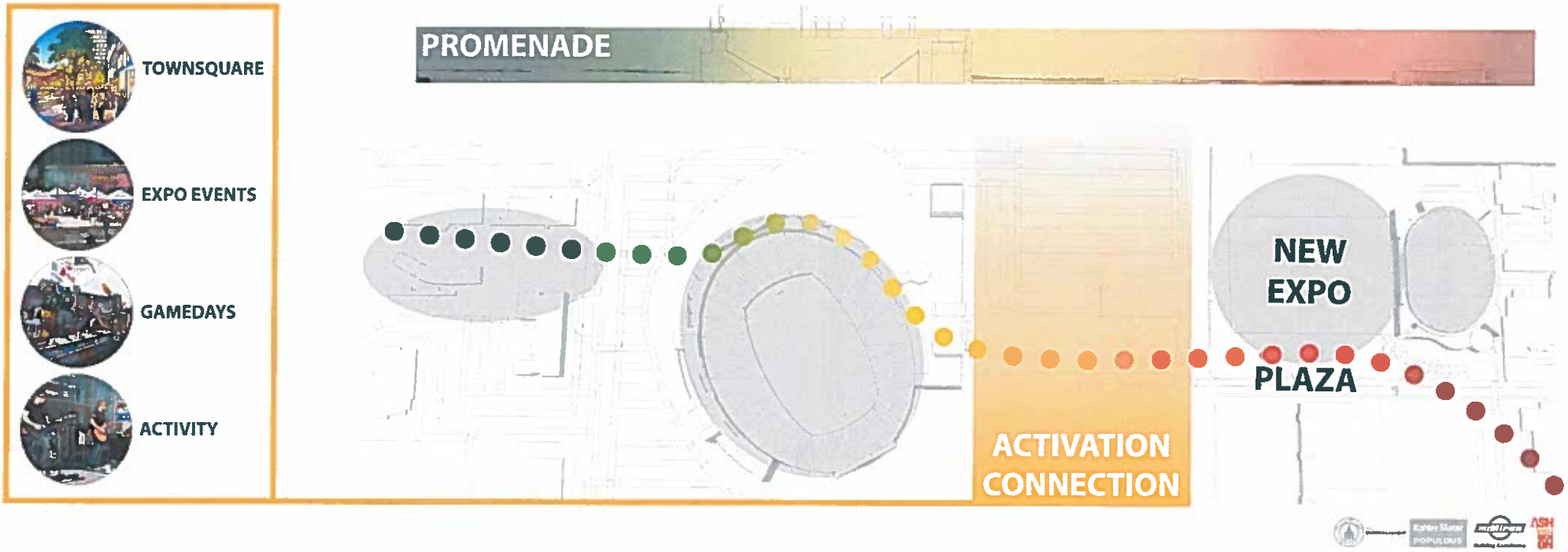
PROGRAM ELEMENTS:
CONCESSION
OUTDOOR EXPO
GAMEDAY/TAILGATE
FOOD TRUCKS
GATHERING
STAGE

THE TEAM

OWNER TEAM	**BROWN COUNTY** **VILLAGE OF ASHWAUBENON** **PMI ENTERTAINMENT GROUP**
CONSTRUCTION MANAGER	**MIRON CONSTRUCTION**
ARCHITECTURE STRUCTURAL/CIVIL MEPT	**KAHLER SLATER + POPULOUS** **GRAEF** **HENDERSON ENGINEERS**

THE DISTRICTS

CONNECTING THE DISTRICTS



ARCHITECTURE (WOW FACTOR)

04

DESIGN DRIVERS

SCALE

Establish a civic presence that expands upon the energy of the adjacent developments, one that creates an Inviting pedestrian scale, and provides a dynamic gateway to the district.

COMMUNITY

The nature of the district lends itself to events of all sizes. Each event, from a consumer show to NFL game day, will require its own set of needs and should be incorporated into the design and program of the facility.

CLIMATE

Develop a Sustainable relationship to the elements that protects not only the architecture, but patrons inside and out. Allow for natural light to warm interior and exterior spaces during the "busy" season and provide unique opportunities to frame views to adjacent amenities.

FUNCTION

The Building diagram needs to be more than flexible, movable walls and flexible space should be the baseline. An adaptable building will grow with the industry, create new business and work harder for the sales team, allowing for new business, simultaneous events, and never having to say no.

WAYFINDING

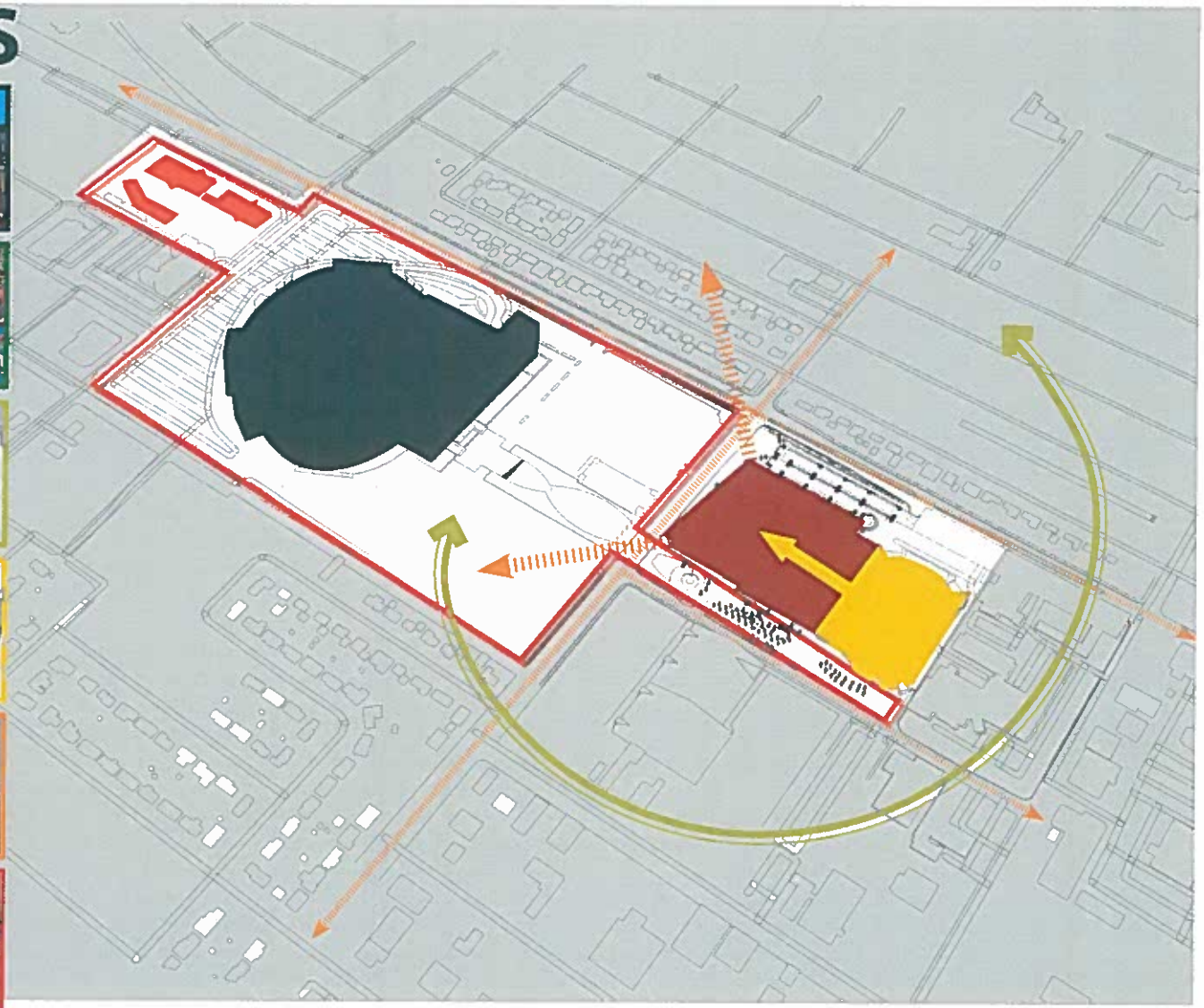
A strong branding strategy will help distinguish the facility with its own identity, provide clear and dynamic wayfinding, utilize lighting as a dynamic element, and incorporate the ability to customize graphics to response to various events.

OUTDOORS

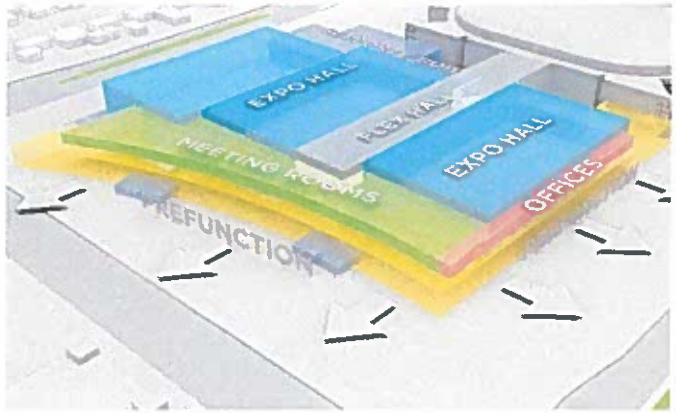
Each outdoor moment must be programed with a unique identity, one that reduces scale and corresponds to the wide variety of events that are planned to take place in building and the district.

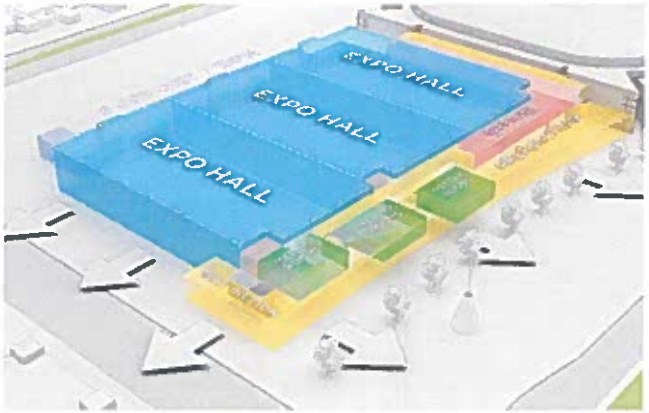
AESTHETICS

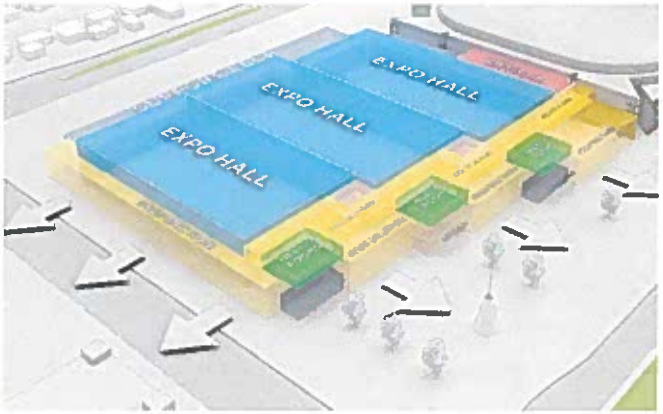
A prominent, visible area like this requires a dynamic, timeless design that acknowledges the community and its goals but looks toward a bright future.

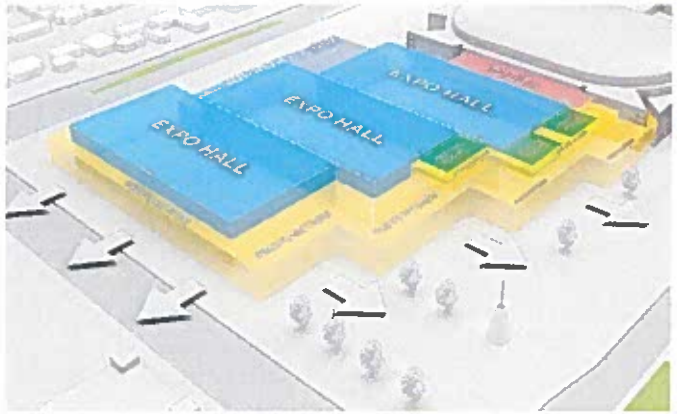


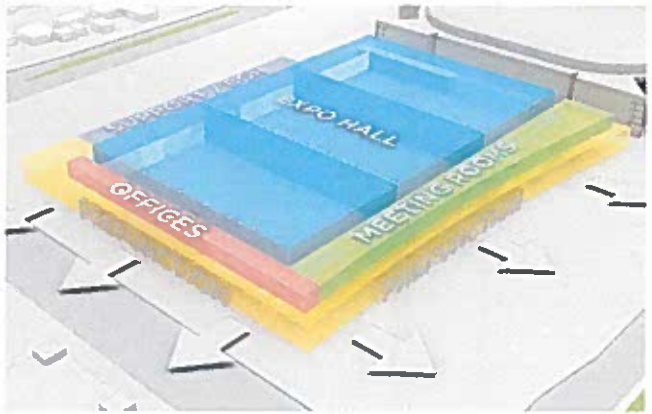
PROGRAM STACK STUDIES

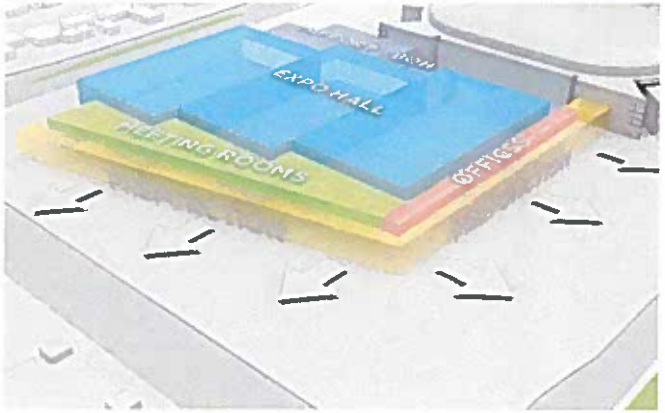


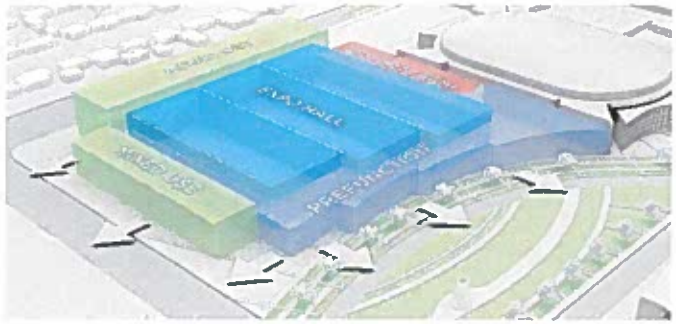


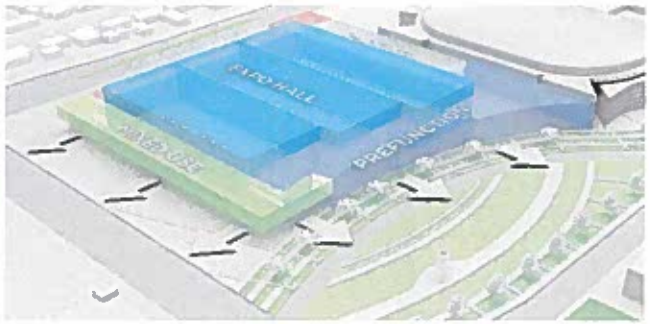












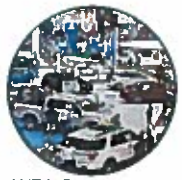
FOR THE COMMUNITY

PUBLIC MEETING #1 RECAP | FEB 4 2019

PUBLIC FEEDBACK

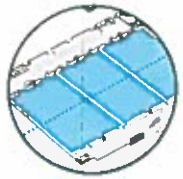
- SENSITIVITY TO WISCONSIN CLIMATE
- GAMEDAY/TAILGATE USABILITY
- DESIRE FOR A MODERN/INNOVATIVE BUILDING
- ACCESS TO NATURAL LIGHT
- VIEWS BACK TO THE COMMUNITY
- WANTING TO 'FEEL' LIKE YOU ARE IN GREEN BAY
- FLEXIBILITY OF SPACE
- OPPORTUNITY FOR NEW TYPES OF EXPOS/EVENTS
- BENEFITS OF COLUMN-FREE HALL
- ENHANCE VETERANS MEMORIAL
- PLAZA ENTERTAINMENT

CONSUMER SHOWS



AUTO/EQUIPMENT/ BOAT SHOWS

EQUESTRIAN EVENTS



3 HALLS FOR COMBINATION USE

COURT SPORTS

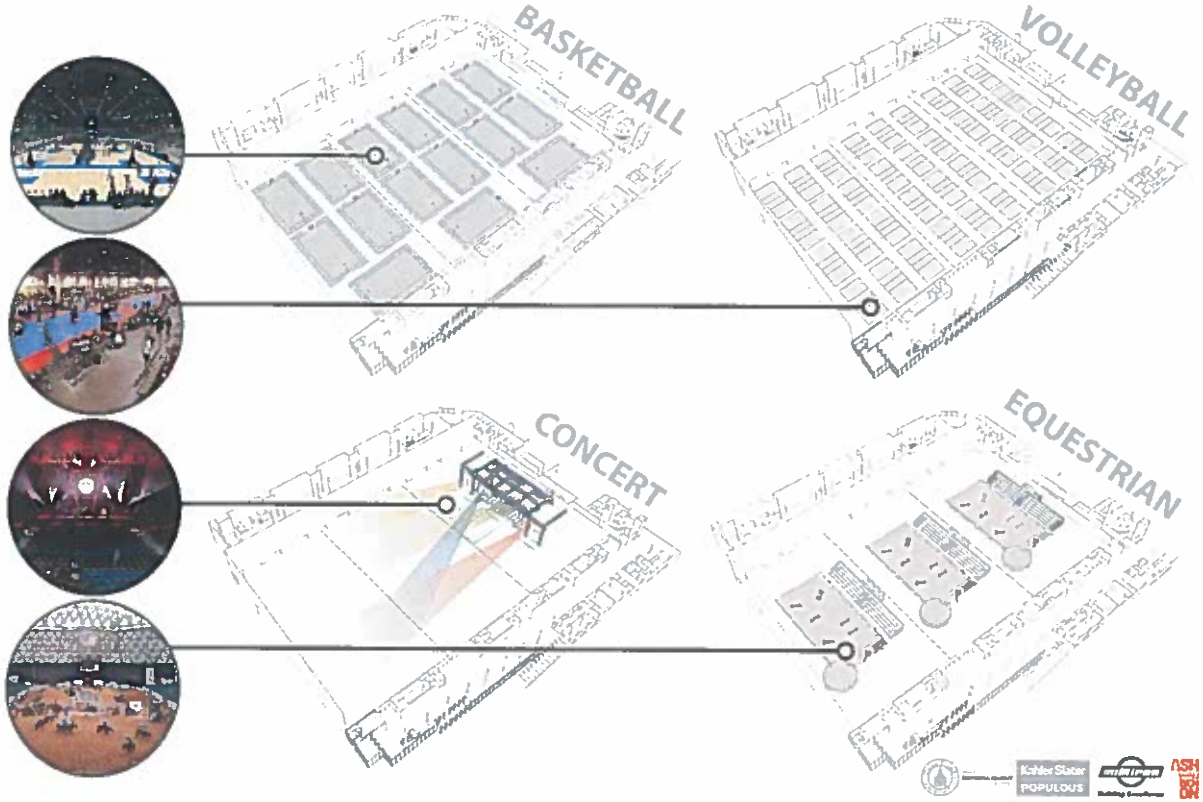
CONCERTS

TAILGATING/ GAMEDAY EVENTS

PREFUNCTION USABILITY

MULTI-PURPOSE/ FLEXIBLE SPACE

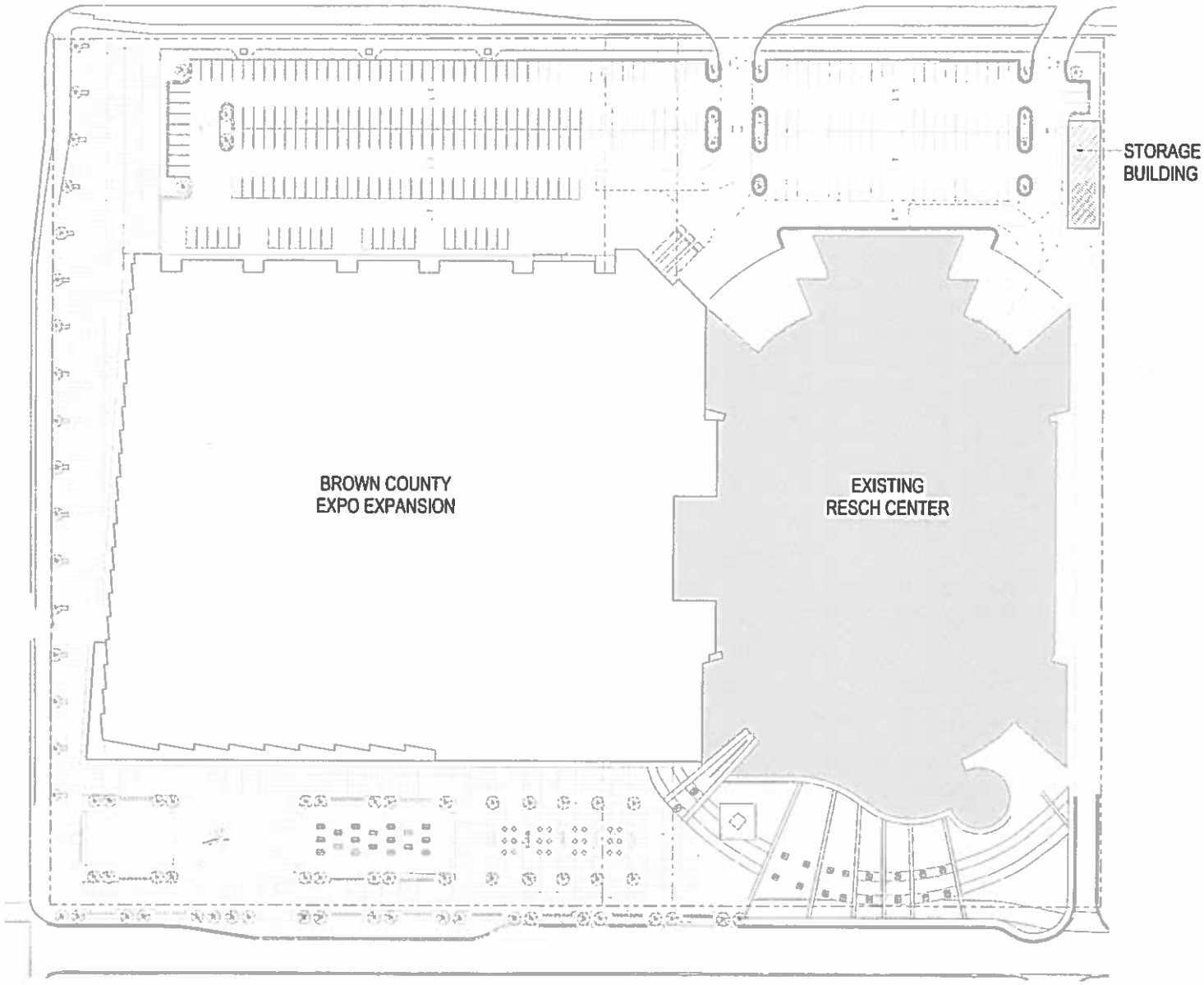
OUTDOOR ACTIVATION



PLAN DEVELOPMENT

SITE PLAN

PARKING SUMMARY:	
CURRENT EXISTING STALLS	208
DEMO'D STALLS	68
TOTAL REMAINING STALLS	140
TOTAL NEW STALLS	190
TOTAL NEW+EXISTING	330

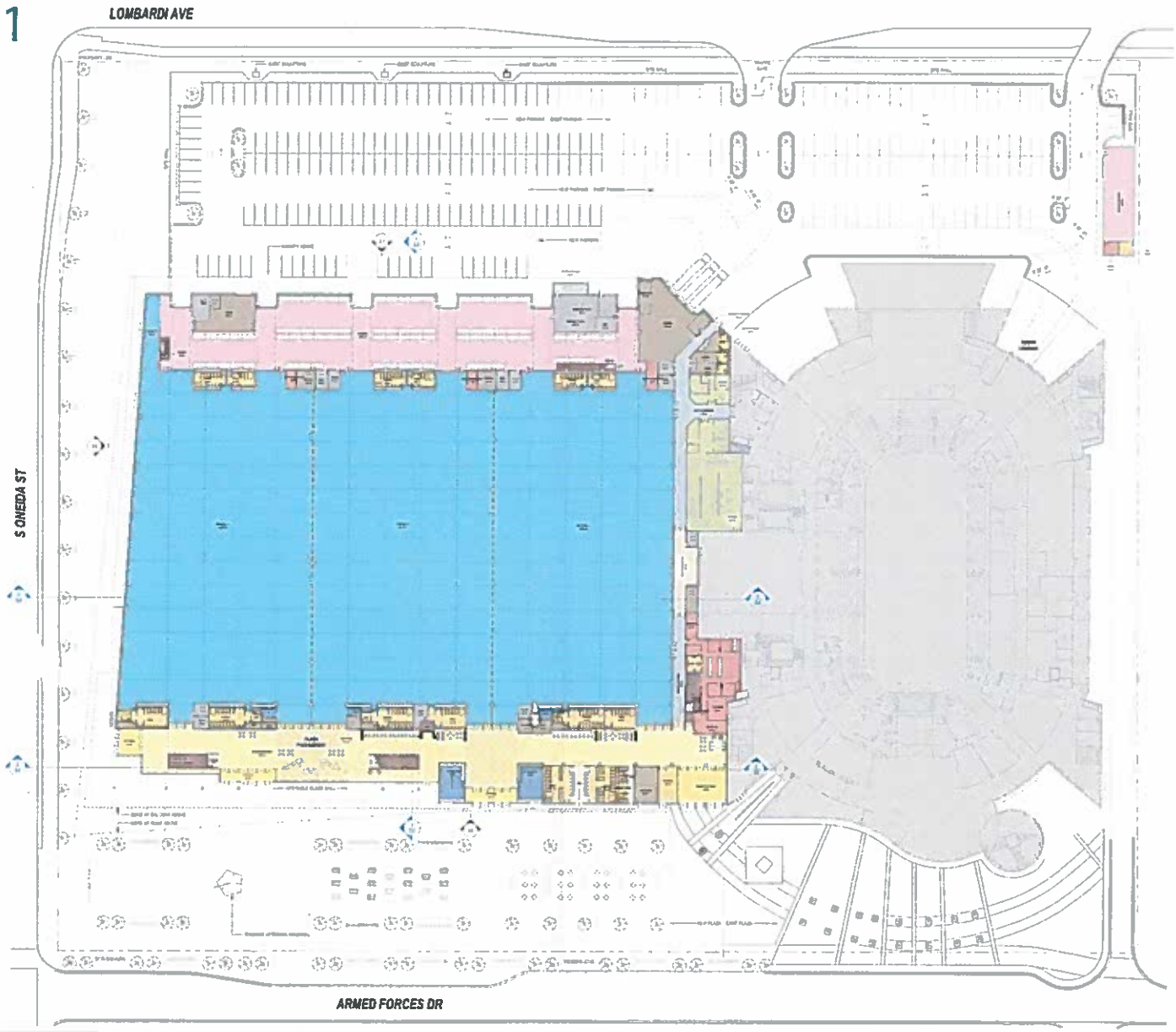


Kahler Slater POPULOUS

VILLAGE OF ASHWAUBENON
BROWN COUNTY EXPO CENTER REDEVELOPMENT

SITE PLAN
1/32" = 1'-0"
01|03/11/19

FLOOR PLAN | L1



DEPARTMENT LEGEND

- ADMINISTRATION
- BUILDING SUPPORT
- CONCESSION
- ENTRY
- EXPO
- GENERAL CIRCULATION
- KITCHEN
- MEETING
- MEP
- OUTDOOR AMENITY
- PREFUNCTION
- RESTROOM
- STORAGE
- SUPPORT CIRCULATION
- VERTICAL CIRCULATION

TRUE NORTH

PROJECT NORTH

LEVEL 01

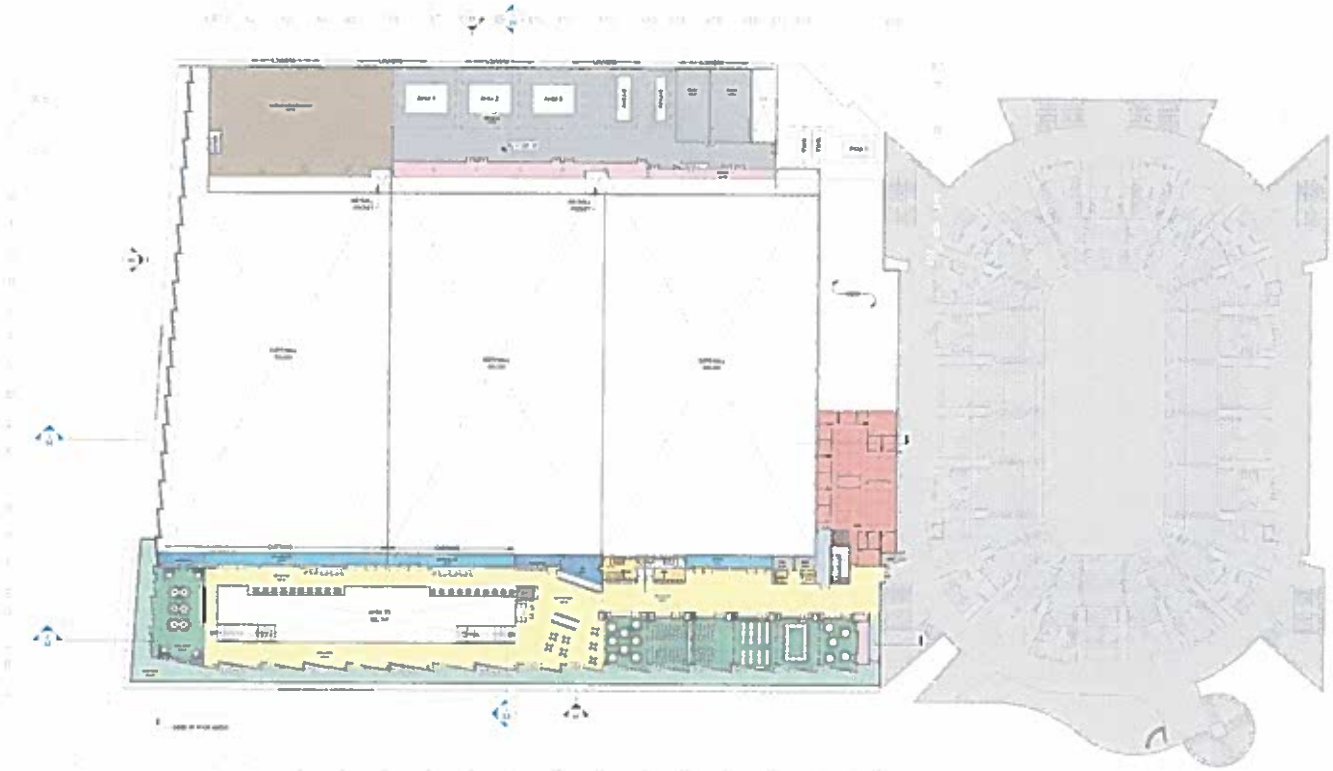
1/32" = 1'-0"

1 | 03/11/19

Kahler Slater POPULOUS

VILLAGE OF ASHWAUBENON
BROWN COUNTY EXPO CENTER REDEVELOPMENT

FLOOR PLAN | L2



DEPARTMENT LEGEND

- ADMINISTRATION
- BUILDING SUPPORT
- CONCESSION
- ENTRY
- EXPO
- GENERAL CIRCULATION
- KITCHEN
- MEETING
- MEP
- OUTDOOR AMENITY
- PREFUNCTION
- RESTROOM
- STORAGE
- SUPPORT CIRCULATION
- VERTICAL CIRCULATION

TRUE NORTH

PROJECT NORTH

LEVEL 02

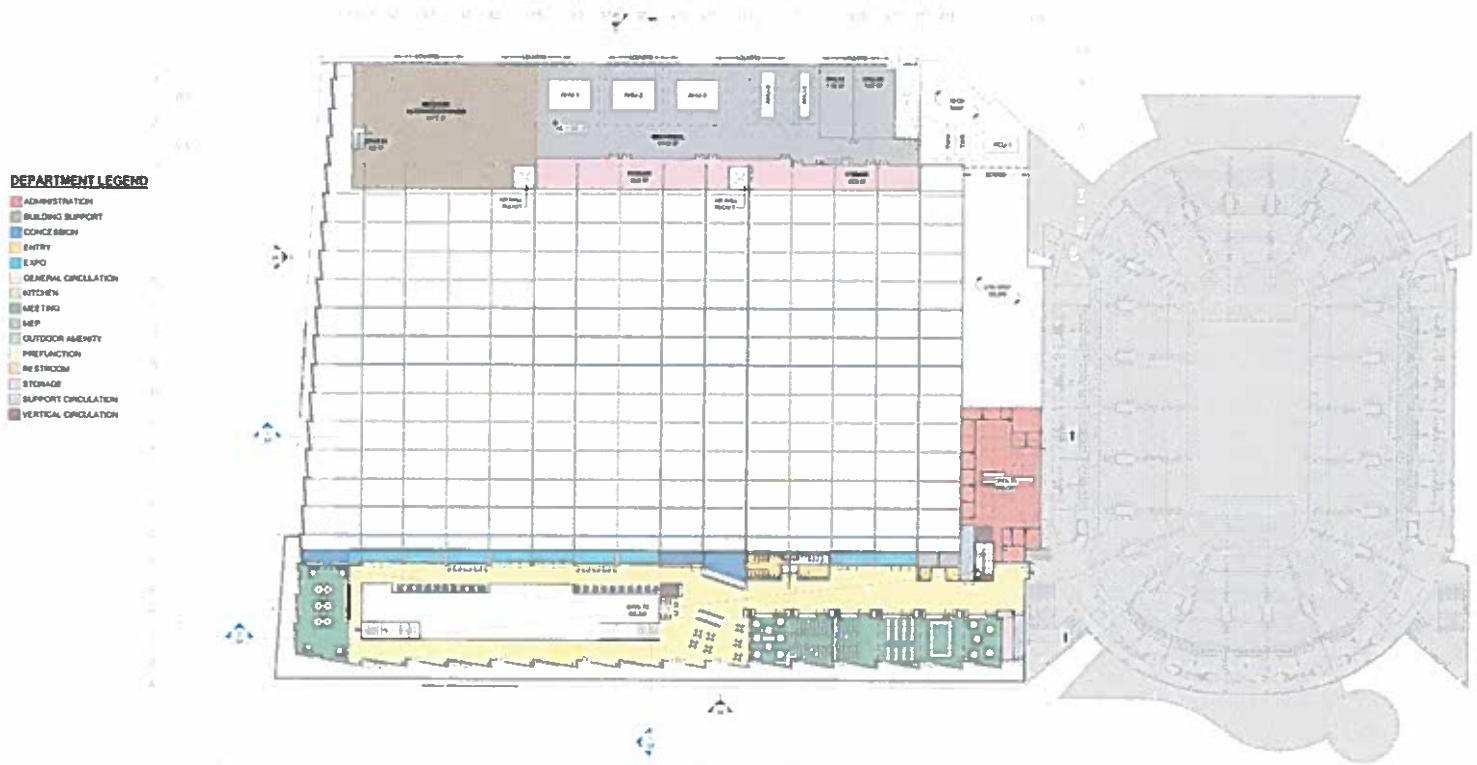
1/32" = 1'-0"

12|03/11/19

Kahler Slater POPULOUS

VILLAGE OF ASHWAUBENON
BROWN COUNTY EXPO CENTER REDEVELOPMENT

FLOOR PLAN | MECHANICAL MEZZANINE



MECHANICAL MEZZANINE

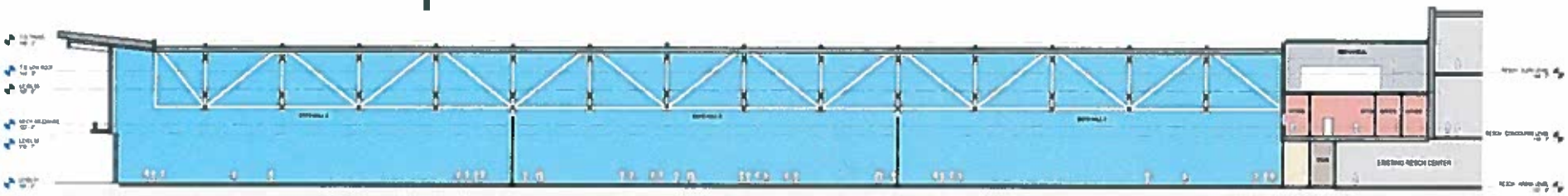
1/32" = 1'-0"

1 3 | 02/28/19

Kahler Slater POPULOUS

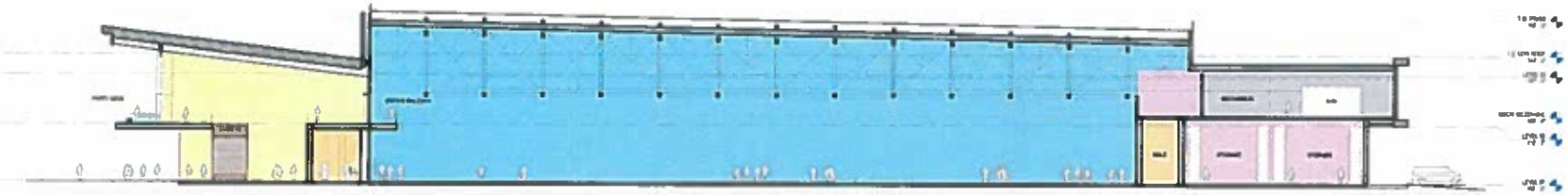
VILLAGE OF ASHWAUBENON
BROWN COUNTY EXPO CENTER REDEVELOPMENT

BUILDING SECTIONS | PROGRAM DIAGRAMS



3 BUILDING SECTION 3 - EAST/WEST

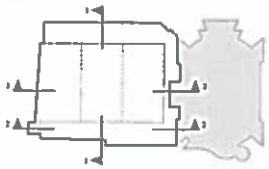
2 BUILDING SECTION 2 - EAST/WEST



1 BUILDING SECTION 1 - NORTH/SOUTH

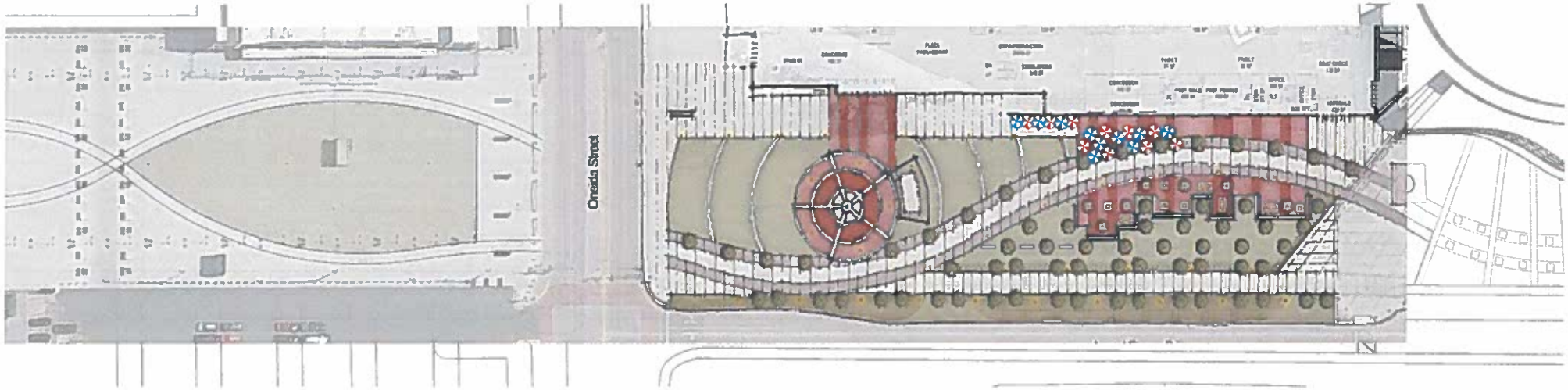
DEPARTMENT LEGEND

- ADMINISTRATION
- BUILDING SUPPORT
- CONCESSION
- ENTRY
- EXPO
- GENERAL CIRCULATION
- KITCHEN
- MEETING
- MEP
- OUTDOOR AMENITY
- PREFUNCTION
- RESTROOM
- STORAGE
- SUPPORT CIRCULATION
- VERTICAL CIRCULATION



PLAZA PROMENADE

PLAZA | DEVELOPMENT



SPRING

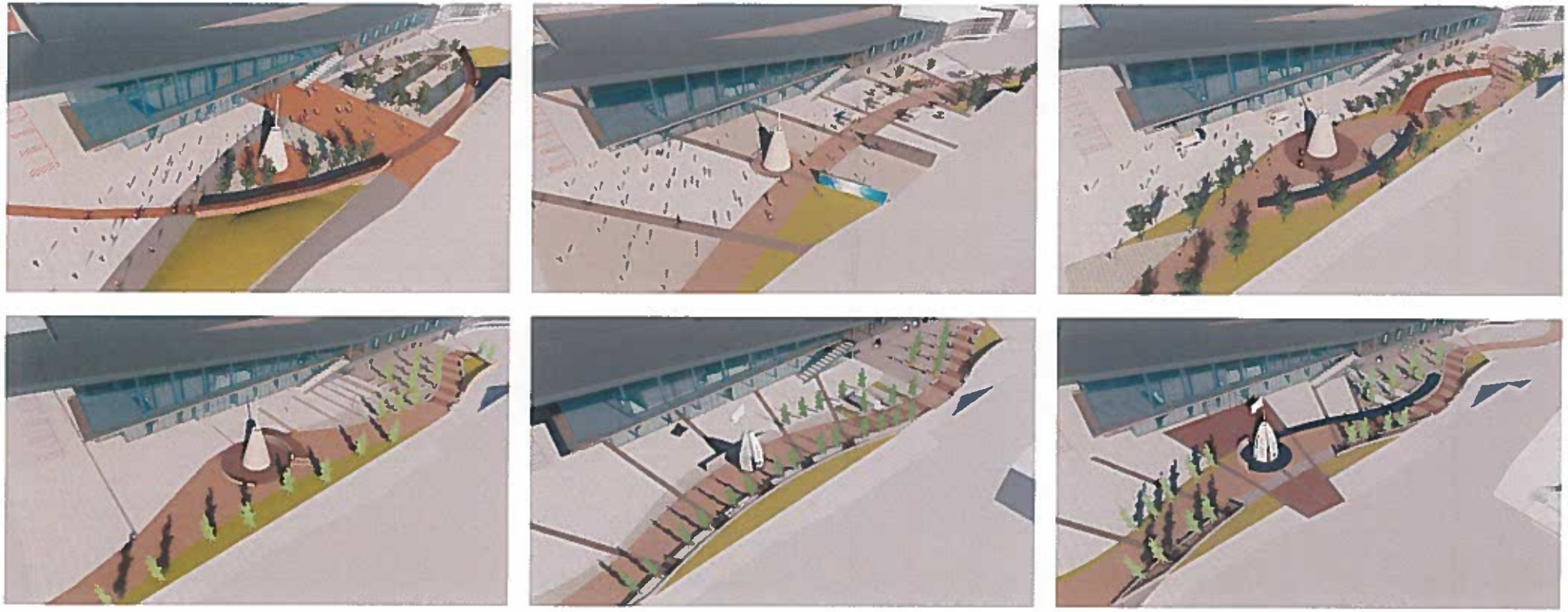
SUMMER

FALL

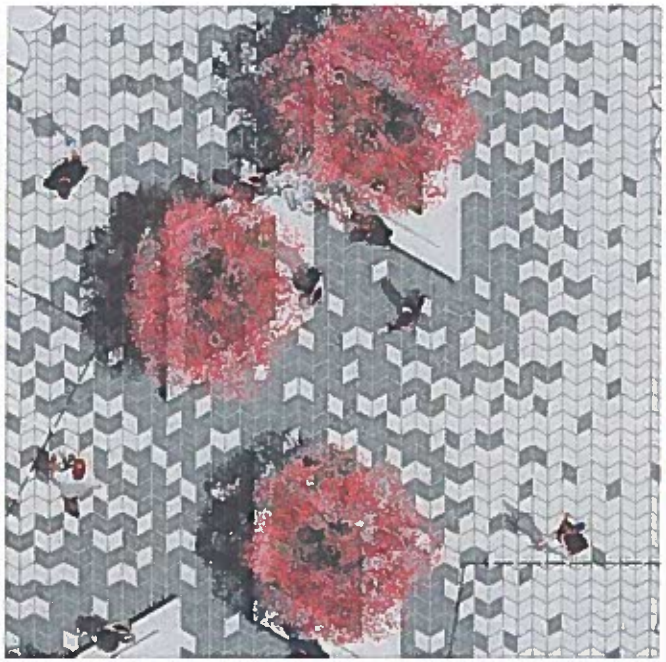
WINTER

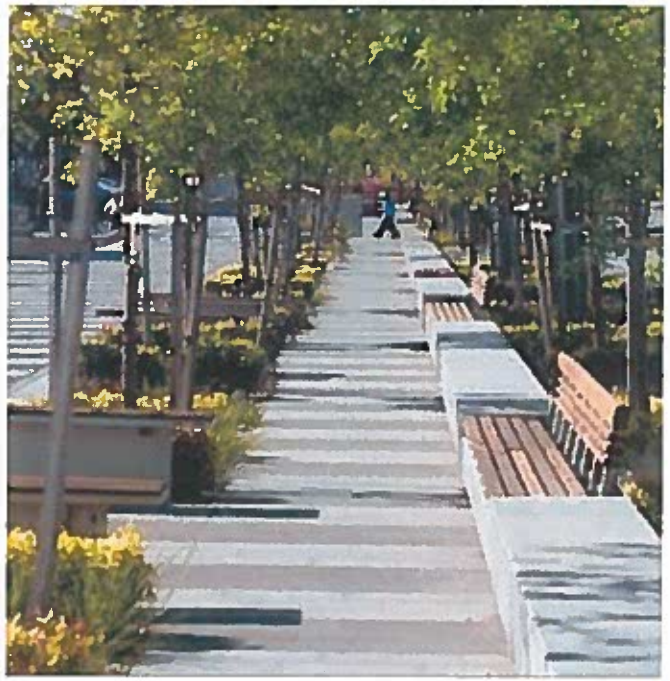
SPRING | Movie night in the park
SUMMER | Concert series, outdoor yoga, etc.
FALL | Harvest fest with farmers market, food vendor trucks along the spine etc.
WINTER | Celebration of lights in the trees

PLAZA | PROCESS

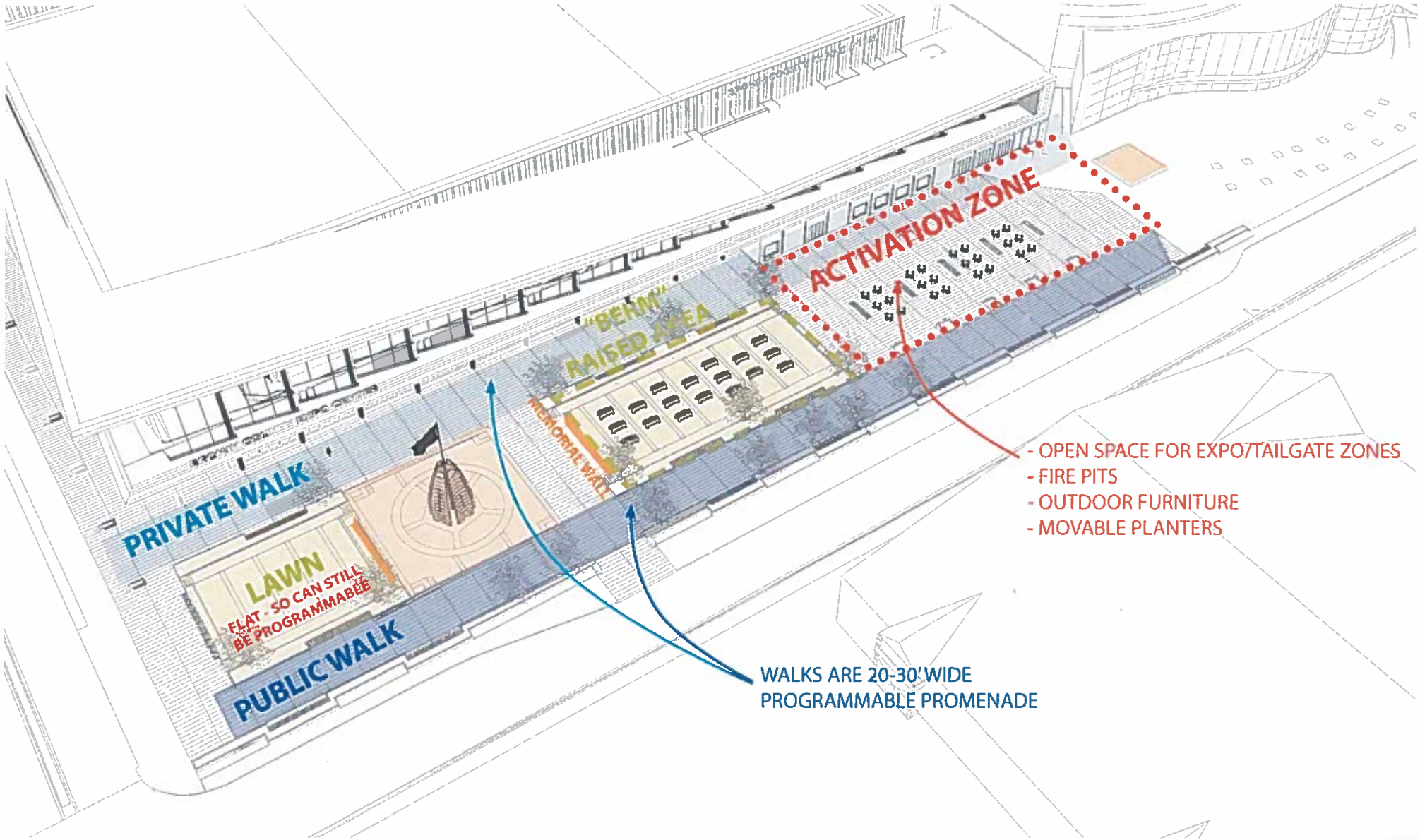


PLAZA | SENSORY IMAGES

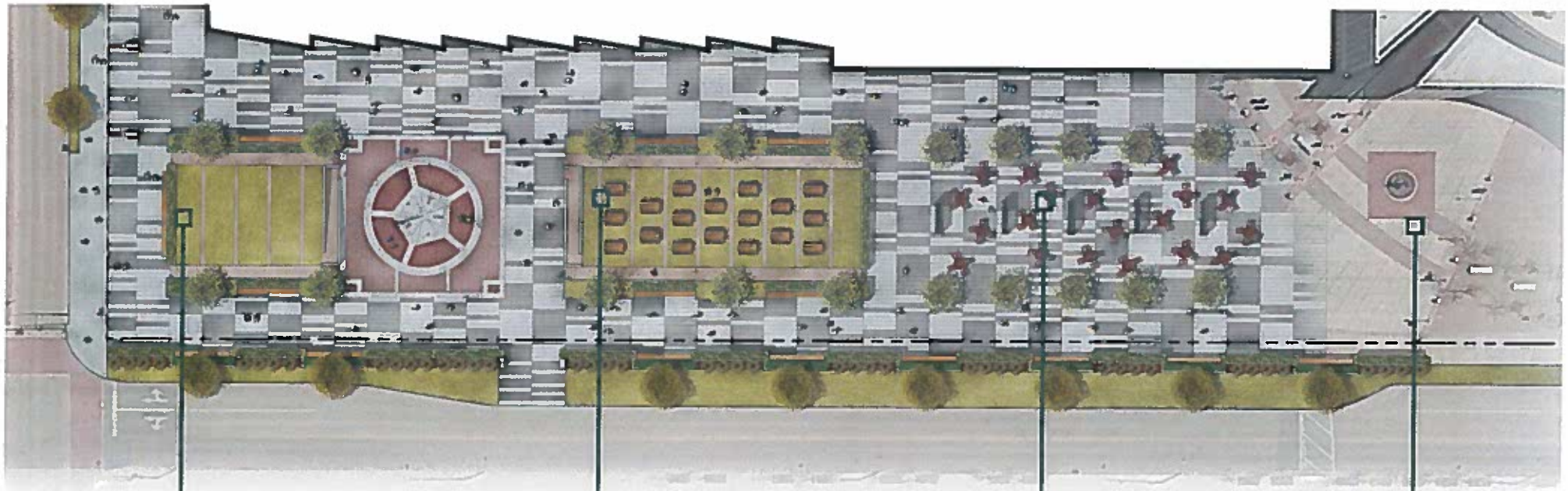




PLAZA | PROMENADE DIAGRAM



PLAZA | CURRENT DESIGN



FRONT LAWN

Organic, yet flexible connection between Lambeau and Expo plaza

THE GARDEN

Cast platform of benching and landscape for park-like entertainment

LIVING ROOM

Beer gardens, concession seating and flexibility for event gatherings

RESCH PLAZA

Cohesive program interlace to what is existing

EXTERIOR MASSING

RECAP | DESIGN STUDIES

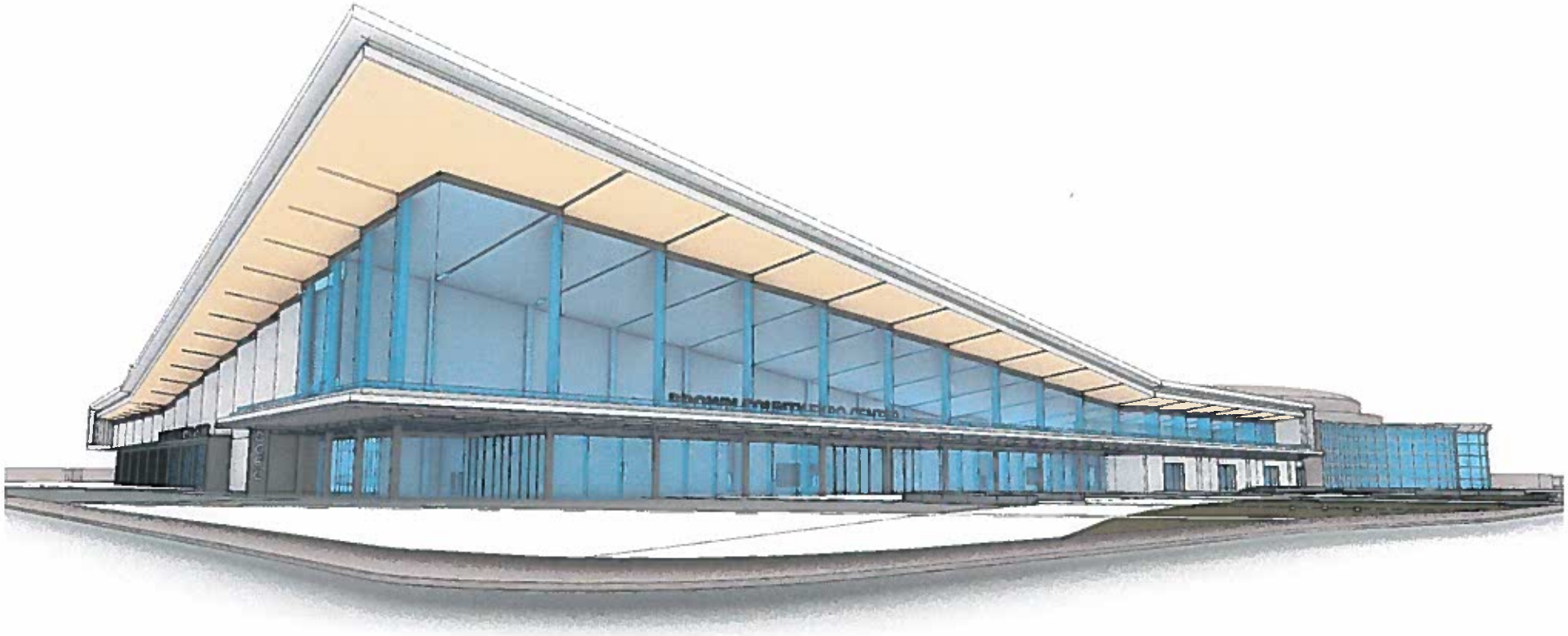
LIFT

BRACKET

HYBRID

RECAP | DESIGN STUDIES

RECAP | DESIGN DIRECTION



LIFT | ENTRY EXPERIENCE

LIFT | FROM LAMBEAU EXPERIENCE

LIFT | ARMED FORCES EXPERIENCE

LIFT | ARMED FORCES DUSK EXPERIENCE

LIFT | ONEIDA EXPERIENCE

LIFT | LOMBARDI & LOADING EXPERIENCE

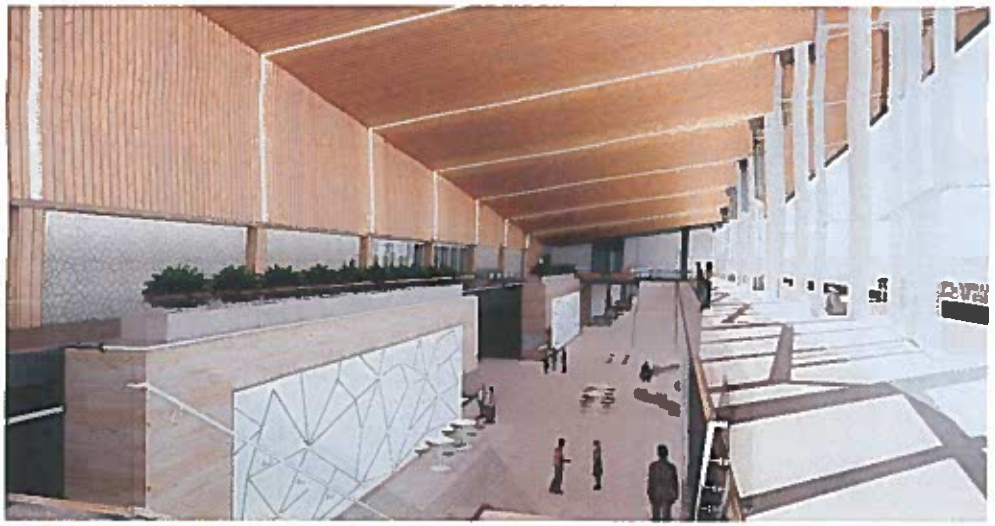
LIFT | PROMENADE EXPERIENCE

LIFT | TERRACE OVERLOOK

INTERIORS VISION

MATERIALS | NATURE MEETS INDUSTRY

INTERIORS | ENTRY EXPERIENCE



INTERIORS | ENTRY EXPERIENCE

INTERIORS | ENTRY EXPERIENCE

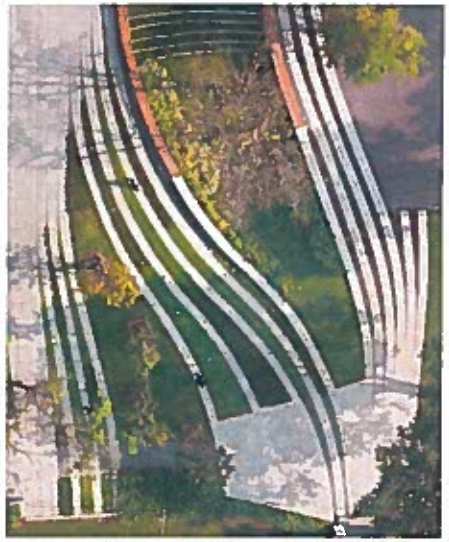
INTERIORS | TERRACE EXPERIENCE

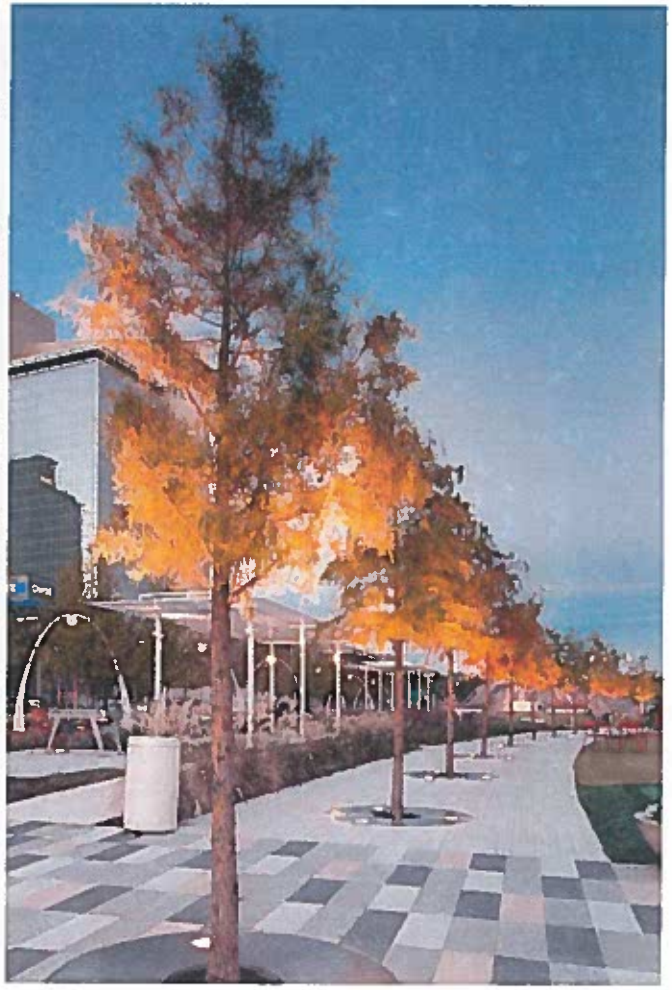
INTERIORS | TERRACE EXPERIENCE

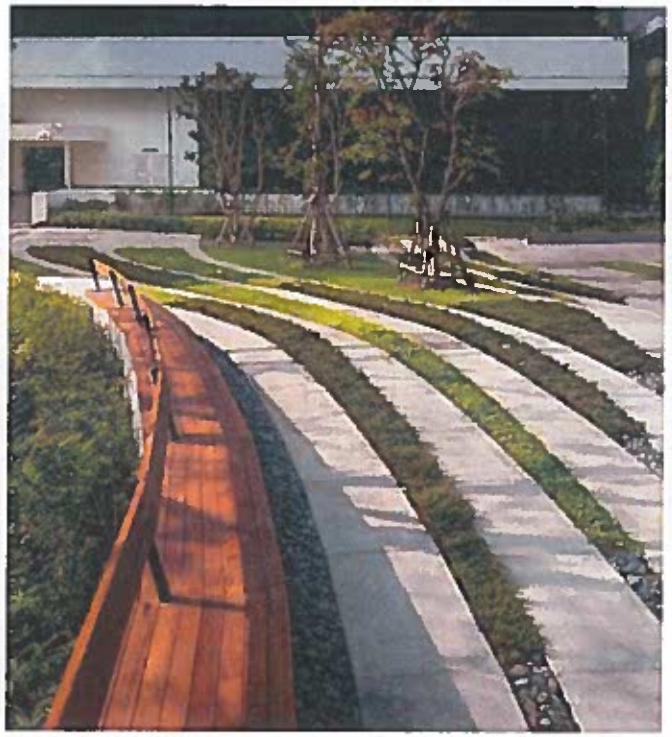
MODEL WALKTHROUGH

EXPO CENTER & DISTRICT REDEVELOPMENT PROJECT

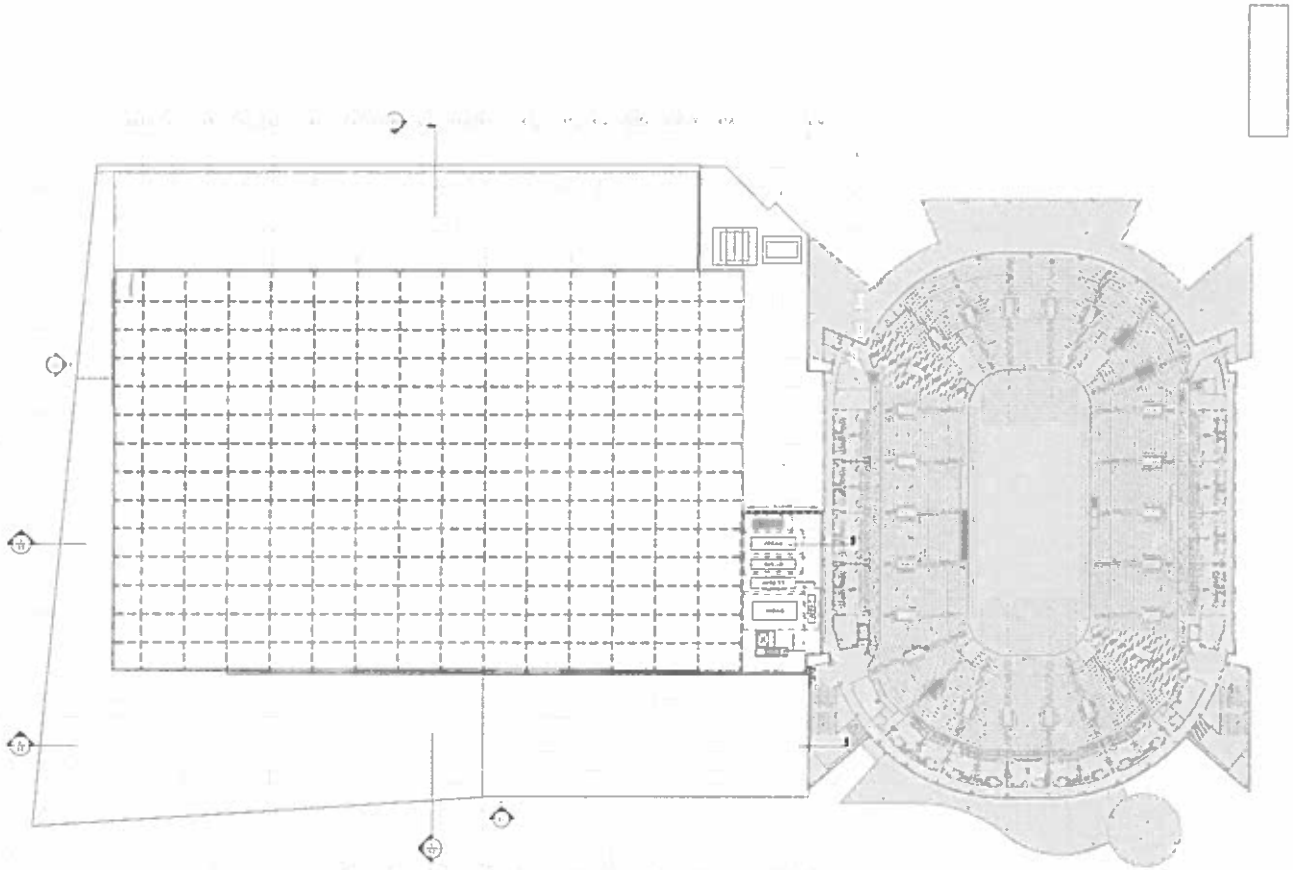
PLAZA | SENSORY IMAGES







FLOOR PLAN | ROOF



DEPARTMENT LEGEND

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- VERTICAL CIRCULATION

TRUE NORTH

PROJECT NORTH

LEVEL 03

1/32" = 1'-0"

1.4 | 03/11/19

Kahler Slater POPULOUS

VILLAGE OF ASHWAUBENON
BROWN COUNTY EXPO CENTER REDEVELOPMENT