



Wake County

301 South McDowell Street
Raleigh, NC

Meeting Minutes Board of Commissioners

Monday, August 8, 2022

2:00 PM

Wake County Justice Center

Work Session

Meeting Called to Order: Chair Sig Hutchinson

Meeting called to order at 2:00 p.m.

Commissioners Present: Chair Sig Hutchinson, Vice-Chair Shinica Thomas, Commissioner Susan Evans, Commissioner Vickie Adamson, Commissioner Maria Cervania, Commissioner Matt Calabria, and Commissioner James West.

Staff Present: David Ellis, County Manager; Scott Warren, County Attorney; Emily Lucas, Deputy County Manager; Dr. Jose Cabanas, Chief Medical Officer/Deputy County Manager; Danya Perry, Diversity, Equity and Inclusion Director; Ashley Jacobs, Deputy County Manager; Denise Foreman, Assistant County Manager; Kelli Braunbach, Director of General Services Administration; Mark Forestieri, Director of Facilities, Design & Construction; Dara Demi, Chief Communications Officer; Ellen Meder, Communications Consultant; Ben Canada, Assistant to the County Manager; Yvonne Gilyard, Deputy Clerk to the Board of Commissioners; Toni Womack, Senior Executive Assistant; Tanika Cooper, Senior Executive Assistant; Portia Johnson, Senior Executive Assistant; Eric Staehle, Senior Facilities Project Manager; Tom Covington, Facilities Project Manager; and Todd Taylor, Debt Manager.

Others Present: Tyler Barnes, Carolina Mudcats; David Lawrence, Carolina Mudcats; Eric Gardner, Carolina Mudcats; Glenn York, Mayor of Town of Zebulon; Joe Moore, Town Manager for Town of Zebulon; Larry Loucks, Town of Zebulon Commissioner; Quentin Miles, Mayor Pro Tem; Hill Carron, Triangle Sports Commissioner; Brea Hollingsworth, CBS-17; Michael Haley, Executive Director, Wake County Economic Development; and Ashley Cagle, Assistant Executive Director, Wake County Economic Development.

1. Agenda

Attachments: [Agenda Work Session 08.08.2022.pdf](#)

2. Overview of Five County Stadium and the Mudcats

Attachments: [BOC WS FINAL_Mudcats_Five Co Stadium_08.03.2022.pdf](#)

Ms. Emily Lucas, Deputy County Manager, shared Five County Stadium presentation. She introduced Mr. Tyler Barnes, Senior Vice President for Communications for the Milwaukee Brewers.

She shared the Discussion Outline:

- Introductions & Background
- PDL Standards & Team Vision - Brewers/Mudcats
- Recap of Stadium Improvement Concepts (PDL+)
- Next Steps
- Staff Requests for Board
- Questions

She shared Introductions & Background:

- Home to the Carolina Mudcats since 1991
- Class A Minor League team since 2019
- Milwaukee Brewers purchased Mudcats in 2017
- Stadium is jointly owned through ILA -
 - Wake County (85%)
 - Town of Zebulon (15%)
- Stadium Lease up for Renewal (2023)

She shared PDL (Player Development League) Standards and introduced Mr. Tyler Barnes.

Mr. Tyler Barnes shared there is a new Player Development League Standards that has come in to minor league baseball as of 2020:

- Player Development League Standards (PDL) developed by MLB for affiliated minor league teams
- PDL Standards improve facilities for baseball operations, specifically for players and staff
- PDL requirements and standards require significant renovations to Five County Stadium
- Minor league stadiums which house teams are expected to be compliant with PDL standards by opening day 2025
- PDL renovations at Five County Stadium can be built to leverage other Fan Experience improvements in the future

He shared the PDL Summary.

He shared A Wining Proposition.

He shared Growth Opportunities.

He shared Current Community Programs: Buck Leonard Association, Copa de la Diversión - Pescados Nights, Field of Dreams Program and

Education Days.

He shared More Than Just Baseball...It's a Community. Total Economic Impact of \$45,188,731 and growing.

Ms. Lucas shared Stadium Existing Footprint.

She shared Level 1 - PDL | Base Improvements:

- 1 Command Post & Security
- 6 Renovate Existing Home Clubhouse for Visiting Team Use
- 7 Renovate Batting / Pitching Tunnels
- 8 New Home Clubhouse with female Facilities
- 9 Full Field Irrigation/Drainage Replacement Field Lighting LED Replacement

She shared Level 2 - PDL | Enhanced Improvements:

- 4 New Multi-Story Home Clubhouse w/female facilities (1st story)
 - New Batting/Pitching Tunnels
 - New Multi-Purpose space (2nd story) in place of right field stands
- 6 Renovate existing home clubhouse for visiting team use with female facilities
- 8 Renovate Existing Visitors Clubhouse for female & Umpire Facilities

She shared Level 3 - Fan | Rooftop Dining & Event Space.

- 4 Rooftop event deck including connection to Sky Lounge and upper deck seating in place of right field stands
 - Bar & Kitchen, Game/Flex Space, Event seating

She shared Level 4 -Fan | Public Playground/Concessions:

- 1 Renovate concessions to market grab-n-go and grill kitchen concept located in the main concourse
 - Dedicated EMS Space located in the main concourse
- 3 Public playground with multi-tiered accessible play areas in place of left field stands

She shared Level 5 - Fan | Sky Lounge & Suite Renovations:

- 1 Sky Lounge renovation
- Upper Concourse suite renovations

She shared Fan Experience Examples: Phoenix - American Family Field, Durham Bulls - Outfield Patio & Deck

She shared Level 1 + 2 - PDL | Enhanced Improvements.

Recommended Alternative

- Provides most value & best opportunity for future investments
- Estimated \$15 Million+

- Requires collaborative approaches for successful completion

She shared Next Steps - Collective Efforts:

August - October 2022

- o Agree Upon PDL Improvements & Timeline
- o Develop Funding & Implementation Plan
- o Brewers/Mudcats Develop Marketing, Community Outreach, and Attendance Plans
- o Begin Drafting Third Amendment to Lease and Any Needed ILA Updates with Town
- o Determine whether New Lease Document is Required
- October 2022
 - o Present Funding/Implementation Plan & Appropriation Request to Respective Boards for Approval
 - o Present Third Amendment to Lease for Approval (to cover all commitments above)
 - Upon Execution of Third Amendment
 - o Begin Implementation of PDL Design and Construction Projects
 - o Negotiate Terms of New Lease, if required

She shared Staff Requests for Board:

- 1) Authorize Staff to Proceed with Next Steps as Outlined Previously
 - o Develop PDL Improvements & Timeline
 - o Develop Funding & Implementation Plan
 - o Update ILA with Town of Zebulon
 - o Negotiate Third Amendment to Lease
 - o Review maintenance and operation responsibilities for all parties
- 2) Continue negotiations with the Brewers/Mudcats and Town of Zebulon to accomplish any of the foregoing

Commissioner West asked what is the status of the Interlocal Agreement.

Ms. Lucas shared the Agreement has been in place for a number of years. It delineates the responsibilities between the County and the Town of Zebulon. The County is responsible for maintenance inside the stadium and the Town is responsible for everything outside of the stadium which includes utilities.

Commissioner West asked has there been any amendments to the Agreement.

Ms. Lucas shared that staff is looking for affirmation that the Board wants staff to continue working with the Brewers.

Commissioner Calabria confirmed that Level 1 is required and Level 2 is optional.

Ms. Lucas shared that Level 1 checks all the boxes and meets the requirements. Level 2 addresses the fan experiences as well as checks all the boxes.

Commissioner Calabria shared that he would like to know the team's commitment to stay in the area.

Mr. Barnes shared that there are many variables. If all five levels are involved, it will require a significant lease commitment. The current agreement ends in 2030. He shared that they like what is happening in the area and thinks the fan experience needs to be addressed.

Commissioner Calabria shared that there has been a downward trend in the last few years regarding fan attendance. He asked how will this be addressed.

Mr. Barnes shared that there has been an increase of 30%. The fan improvements will significantly increase attendance. He shared with the PDL relationship, they will have access to the Major League Baseball's ticketing data. This will allow them to do granular research on fan attendance.

Commissioner Calabria asked what opportunities are available for corporate sponsorships, events, and musical performers.

Mr. Barnes shared that there are many opportunities available to host different types of events. There are a couple of factors to consider: grass versus artificial turf. Events such as high school baseball tournaments, high school graduations and concerts could be held at the stadium.

Commissioner Calabria asked how does the team's rating changing over time affect the future fan base and what are the dynamics that feed into the rating change.

Mr. Barnes shared that the team has changed from Class AA to Class A due to geography. The Mudcats was the team that was the furthest north and furthest east. In 2020, the league reorganized many teams.

Commissioner Cervania shared her concern regarding reduction and asked if there is a risk of losing the Mudcats.

Mr. Barnes shared that he would defer to Major League Baseball in regards to reduction. He shared that if a lease is in place, there will be a team.

Commissioner Cervania asked what will happen if the 2025 deadline is not met.

Mr. Barnes shared that Major League Baseball wants to see a commitment and a plan in progress. There are certain areas that will have higher priority and should be expedited.

Commissioner Cervania asked if it is possible to have a commitment from the Brewers.

Mr. Barnes shared that the Mudcats would pay for items such as barstools, player facilities, etc. This would be a seven figure expense. The County would handle the capital projects.

Commissioner Cervania asked if the Town and Council of Zebulon has comments regarding the projects.

Ms. Lucas shared that the Town and Council of Zebulon will have their Work Session on August 18th and have not had an opportunity to review all information to provide a definite decision.

Mr. Joe Moore, Zebulon Town Manager, shared that the town is growing and the Five County Stadium serves as a good community gathering spot. Zebulon's Board of Commissioners recently adopted an update to the land use plan. They have identified the stadium area as an entertainment district.

Mr. Glenn York, Mayor of Zebulon, shared that the increase in population and the building of highways will present an improvement in the area. He shared it would be beneficial to be able to use the stadium when it is not being used for games. He shared the stadium improvements for female staff, umpires, and trainees is needed.

Commissioner Adamson asked if there are other financing options.

Ms. Lucas shared that there is a list of all options available. However, now they are looking for approval from the Board and then they will come back with specific funding options.

Commissioner Adamson shared that she would like to see citizen engagement as to what will improve fan engagement. She also shared she would like to see a marketing plan.

Ms. Lucas asked if the Mudcats or the jurisdictions should provide the marketing plan.

County Manager Ellis clarified if the marketing plan should be included when the staff brings the project back to the Board for review.

Commissioner Evans asked what is the context of the demands on the County's general fund in regards to this project.

Ms. Lucas shared that the County uses general fund dollars for maintenance. One million dollars of hospitality tax is used for facility improvements at Five County Stadium or Marbles Museum.

Commissioner Evans shared would she like to see market research and a business plan as to how things will be done.

Chair Hutchinson shared that he supports the ball team and improving the facility. He shared there is an individual that has experience in working on a project such as this. He suggested the staff contact Dan Barrett, attorney from the west coast. He shared Mr. Barrett has worked on a project with the Carolina Hurricanes.

Mr. Lucas shared that she spoke with Mr. Barrett last week and discussed the project.

Commissioner Calabria shared he is looking for two things in this project: success and fairness.

Vice-Chair Thomas shared that the eastern part of the County has experienced significant growth. She is in agreement of community engagement to determine what the citizens would like to see in the area. She also shared she would like to know what the interlocal agreement looks like and more information about the funding.

Commissioner Cervania shared there is a plan in place. She asked if the Board could receive the Town's plan that was created.

3. Annual Site Trends and Site Identification Study

Attachments: [Annual Site Trends & Site Identification Study Presentation 8-8-22.pdf](#)

Ms. Denise Foreman, Assistant County Manager, shared Annual Site Trends & Site Identification study.

Mr. Michael Haley, Executive Director of Wake County Economic Development shared Annual Site Trends

Ms. Ashley Cagle, Wake County Economic Development, shared Real Estate Requests by Request Type.

She shared Existing Building Request by Property Type.

She shared Existing Building Request by Square Feet:

- Approximately 37% of Project Requests are looking for existing Industrial space (2020)
- Approximately 42% of Project Requests are looking for existing Industrial space (2021)

She shared Site Requests by Acreage and Type:

- Approximately 12% of Site Requests are looking for sites with 100 or more acres (2020)
- Approximately 5% of Site Requests are looking for sites with 100 or more acres (2021)

She shared By Industry and Type and Averages.

She shared By Municipal Engagement, Properties Submitted and Project Status.

She shared Why Site Assessment.

Mr. Haley shared that they do not act as a "filter" to ensure all communities are considered.

He shared Why We Need Site Assessment?

He shared Success Stories to Date 6.30.22.

Ms. Cagle shared that the site study being discussed today is a continuation of the site assessment program that was launched in 2014.

She shared Site Identification Study:

- Cohort 1: September 2022 - December 2022
- Cohort 2: October 2022 - January 2023

She shared that the twelve municipalities were divided into two cohorts (6 and 6). Research Triangle Park is not included in this study. She shared they will be working with Crystal Morphis (Creative Economic Development Consulting). She is a long time economic developer in North Carolina. Part of the deliverable that will be included from Ms. Morphis is a presentation that will be provided to each municipality.

Commissioner Calabria asked what type of funding is needed to get sites shovel ready. He asked if the County could receive a report from the consultant as well.

Ms. Cagle shared that they are in phase one. She shared Crystal was asked to identify barriers in the area. She shared that identifying barriers would be a part of the big deliverable.

Commissioner Calabria asked if an actual plan can be presented to indicate what can be done to pursue financial support.

County Manager Ellis shared that the revolving fund is an idea that is being considered. However, the County would want to be careful about what percentage of County dollars will be put in and for what type of projects.

Mr. Haley shared they would be happy to come back to present the additional information requested.

Commissioner West asked how does the Site Identification Study connect to other projects or programs.

Mr. Haley shared that they have been working with Danya Perry to address economical equitability.

Commissioner Cervania asked what is the County's responsibility in regards to working with other areas (multi-jurisdictional, unincorporated and regional areas (i.e. Durham). She also asked what is being done to address headquarters requests.

Ms. Cagle shared that headquarters come in different types of space. She shared operations have become leaner when considering changes such as hybrid working spaces.

Commissioner Cervania asked if they are considering building up and not just considering flat space.

Mr. Haley shared that density is important and looks different across all real estate.

Commissioner Adamson asked what was the cost of phase one.

Mr. Haley shared it will be around \$60,000.

Chair Hutchinson shared the success stories of Fuji Film and Amgen. He shared this type of work is not self evident and the municipalities need to be taught how to do this work. He also shared that more headquarters are needed.

4. Update on Summer World University Games

Attachments: [WUG Wake County Presentatn 8.2.22.pdf](#)
 [WBC Arts Culture Committee Presentation Compressed 9.27.21.pdf](#)

Ms. Foreman shared the North Carolina's Bid for the 2027 Summer World

University Games.

Mr. Hill Carrow, Triangle Sports Commissioner, shared the Summer World University Games:

- 19 sports, athletes ages 18-25
- 13 days: July 13 - 25, 2027
- Official delegation: 10,000+
- Includes 7,000 + athletes
- Participants: 600 universities from 150 countries
- 600,000 spectators
- Int'l broadcast: Over 3, 000 hours to global audience of 400 million +
- Economic Impact: \$150 to \$370 million

He shared Compulsory Sports. There are 15 required sports.

He shared MoreThan Sports:

- Education Program
- Cultural Program
- World Conference

He shared NC Notables Who are in WUG Alums.

He shared Locations of the Summer World University Games.

He shared Upcoming Games.

He shared 2025 Games.

He shared 2027 World University Games Competition Map (State View).

He shared 2027 World University Games Competition Map (City View).

He shared NC's University Hub:

- Alamance Community College
- Bennett College
- Duke University
- Durham Technical Community College
- Elon University
- High Point University
- Greensboro College
- Guilford College
- Guilford Technical Community College
- Meredith College
- North Carolina A & T State University
- North Carolina Central University
- North Carolina State University
- Saint Augustine's University
- Shaw University
- UNC- Chapel Hill
- UNC -Greensboro
- Wake Technical Community College

- William Peace University

He shared Bid Status:

- 2 Finalist Cities announced by FISU (Federation International Sport Universitaire in french or the International University Sports Federation) early Feb 2022:
 - North Carolina USA
 - South Korea

He shared the Competition:

- South Korea
- Chungcheong Region centered around Daejeon and Sejong
- Approximately 2 hours south of Seoul by train
- Sometimes referred to as Chungcheong Mega City

He shared Bid Process 2022 Final Stages:

- USIUSF & NCAA Site Visit - April 27-28
- FISU Technical Site Visit - July 31- Aug. 7
- Formal Bid Submission - Aug. 31
- Evaluation Site Visit - Sept. 16-21
- Winning Bid Announced - Nov. 12

He shared Reasons for Optimism - International Perspective:

- Over 3-decade absence from America
- Value of the U.S. Market
 - Broadcasters
 - Sponsors
- Positive reviews for Lake Placid 2023
- 3 out of 4 most recent Summer WUGs in Asia
- South Korea hosted Summer WUG only 7 years ago and twice since 2000
- Timing prior to the 2028 L.A Games

He shared the Timing:

- Upcoming Olympic Sports era in the U.S:
 - 2026 World Cup Soccer
 - 2027 Summer World University Games
 - 2028 Los Angeles Olympic Games

He shared the World Stage:

- North Carolina has grown up a lot in recent decades
- It's time for us to raise our game
- To show the planet that we have what it takes to be on the world stage

He shared Bid Cash Sponsorship Goal: \$500,000:

- Currently: \$420,000
- Pending Commitments: \$15,000
- Remaining: \$65,000
- Number of Sponsors to Date: 47
- Goal of Number of Sponsors 50

He shared Bid Expenses.

- Oct. 2020 - Dec. 2022 - Cash Funding Goal: \$500,000+

He shared 2027 Summer World University Games Bid Sponsors.

He shared the Benefits:

- Wake County and Central NC featured in 5-year global marketing campaign
- Test Events, International Meetings, and Country Site Visits in the years prior to the WUG
- NC universities and host cities highlighted globally as premier educational and sporting locations
- International students given extended exposure to NC communities
- Increased and enhanced regional cooperation and communication
- Wake County and North Carolina's sports tourism capabilities and reputation taken to the next level

He shared Event Finances:

- Projected Cash Expense Budget of \$100 Million
- Projected Total Expense Budget inclusive of cash and in-kind commitments: \$125 million

- Cash Revenues Goals:
 - 25% from Event Revenues
 - 30 % from Government Sources
 - 45% from Broadcast Rights and Major Sponsorships

KEY: United States is territory for Games sponsorships

He shared Public-Private Partnership:

- Major events in America typically use a public-private partnership for success
- The majority of NC Games funding will come from private sources (up to 70%)
- Our competition is primarily (if not completely) government funded
- The international governing body for the Games emphasizes the importance of garnering significant government support to help strengthen Games finances and help ensure the financial success of the Games
- This is also an emphasis in the bid and final selection process
- As a result, the NC Bid Committee is seeking to secure greater

governmental funding for the Games

He shared Government Commitments to Date:

- \$25 Million from the NC Legislature June 2022 - Contingent on North Carolina winning the bid

He shared Wake County Request:

- \$126.5k for each of next 5 years
- Take the leadership role in a Team NC Plan for cash commitments of \$2.5 million total among the 6 host municipalities and 5 host counties for the Games
- Plan is based on a consistent fractional percentage of the annual budget of each municipality and county (.008%)
- Coincides with the sponsorship plan for the Games and would provide sponsor benefits to the municipalities and counties involved
- Timing: requesting consideration and approval prior to Final Evaluation Site Visit Sept. 17-21

There was discussion on the location of the games and other events (training, resident halls, etc). Wake County will host ten of the University Games.

Commissioner Adamson asked what is the proportion of the what is being asked to be contributed versus what will be gained from tax revenue.

Mr. Carrow explained how the calculation for the requested amount was determined and how it compares to other areas.

Commissioner Evans confirmed how the .008% was determined.

Commissioner West asked which local governments will contribute and where will the money come from in regards to interlocal funding.

Commissioner Cervania asked is there an income stream from the universities that are participating.

Mr. Carrow shared there is a mix of municipalities, counties, private and universities. The fees for additional staff and venues will be paid for. Housing and dining is covered by the local organizing committee for the Games.

Commissioner Calabria asked what role could the Federal government play.

Mr. Carrow shared the Federal government would participate by providing transportation and security.

Commissioner Calabria asked if companies outside of the area would be interested in contributing.

Mr. Carrow shared they do expect other larger companies to participate as well. It is framed as North Carolina's bid so other areas are encouraged to participate.

Vice-Chair Thomas asked which counties had yet to commit to the requests.

Mr. Carrow shared he has not asked the other counties as of yet.

Commissioner Evans asked what is the timing and next steps.

Ms. Foreman shared the next steps would include approving a resolution which can include a not to exceed funding level.

Commissioner Adamson asked if the Convention and Visitors Bureau could take on a fair portion of what is expected for the County to pay.

Chair Hutchinson shared GoTriangle is supportive of the Games. He asked how many people would attend the games and watch it being broadcasted.

Mr. Carrow shared there will be 600,000 in attendance and 400 million watching.

Ms. Foreman summarized the next steps: Resolution of support, provide more information on funding formula, and impact on Wake County from event percents and occupancy impact. Provide feedback from the Convention and Visitors Bureau. Staff will bring this information back to the Board on September 6th.

5. Legislative Priorities for NCACC and County Advocacy

Attachments: [Legislative Priorities NCACC Summer2022.pdf](#)

Mr. Philip Isley, contracted legislative lobbyist for Wake County, shared the NCACC (North Carolina Association of County Commissioners) Legislative Priorities noted in the memorandum to the Board of Commissioners. The priorities include:

- Close the Medicaid Coverage Gap (Medical expansion)
- Increased State funding for Wake County Public
- Extend or broaden eligibility requirements for State-provided property tax assistance programs currently authorized

- Financial support to implement the Wake Transit plan
- Support for SmartStart ThreeSchool
- Prioritize the needs of foster children with complex challenges
- Address barriers preventing suspension rather than termination of Medicaid coverage for persons in jail
- Preserve status quo with local sales tax distribution
- Place no unfunded mandate on counties

Commissioner West shared the goals are appropriate and align with the needs.

Commissioner Evans shared she is in support of the list of priorities noted in the memorandum. It was her recommendation to drill down on the education priorities i.e. increasing teacher assistances in the classroom.

Mr. Isley shared that being as specific as possible is definitely helpful. However, the concern is that will lengthen the list.

Commissioner Calabria shared the priorities are seen as an umbrella to provide general guidance of what the Board wants to pursue.

Mr. Isley asked the Board to identify their top four priorities.

Commissioner Calabria shared it would be beneficial for Mr. Isley to meet with the legislators/delegation on a regular basis (annual or semi-annual check in).

Commissioner Adamson asked if able add Operation Green Light to the Legislative Priorities.

County Manager Ellis asked if there were any items on the list they would like removed.

Chair Hutchinson shared to add rail transit infrastructure to the list.

Vice-Chair Thomas shared property tax assistance and telecommunications/technology accessibility and affordability could be added to the list. She shared that she spoke with Tracey Johnson, President-Elect of NCACC and this is an important initiative.

Commissioner Cervania shared she would like to avoid the salary gap in the education system. She also shared the Board will need to prioritize the needs of foster children, i.e. more therapeutic beds for foster children.

Chair Hutchinson shared that Mr. Isley started with the County in June 2022. He is native to North Carolina and served on the Raleigh City Council with

Commissioner West. Mr. Isley is the Chair of the Centennial Authority and involved in the community.

County Manager Ellis asked how to word the priority regarding property tax. He shared the next steps regarding prioritizing the items on the list and specificity of the items.

Adjourn

Meeting adjourned at 5:54 p.m.

Respectfully Submitted,

Tanika D. Cooper
Senior Executive Assistant
Wake County Board of Commissioners