

Status Notes of Exhibition Center Developments by Walt Rugland

December 21, 2010

I have recruited a partial slate of founding directors. I am talking to others.

The corporate design being considered is to have a managing board of directors and an advisory advocacy group that can support certain functions. I have a tentative initial list of advisory members with more to add.

Articles and By Laws have been prepared and they will be submitted to the State. Dave Willems, John Pfefferle and I will be the incorporators.

I talked with Tom Boldt today (12/21) to get some idea about how to get some initial design and costs for the Center. This will help define how much funding we may need at the early weeks of the effort. Tom volunteered to discuss this internally as well as with Zeidler and provide us some estimates. He will provide a time estimate.

John Hogerty has agreed to be involved as a director. I have asked him to get an understanding of the scope of the Packers plans for Lambeau.

I have asked John Pfefferle to begin to think about the approach we will take with the Radisson/Monclair decision-makers.

To review the strategy as stated by John Hogerty: The first step to making this project a reality is to set a construction budget cost figure as opposed to the range we set out in the report. Then we would know it can be done. Once that is done, we could define a concrete (albeit preliminary) amount we need from each source to fund the project: room tax, hotel role, county, city, private money). We could then explore with the first four whether that amount is feasible. If any of the four can't be counted on for their target, meaning the private money needed to get it done is more than what we think the business community will chip in, then the project is not a reality. If there is at least a more than average chance they will, then the FCEC should go forward full tilt, with a person or team assigned to each task.

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