



## **louisville arena authority**

### **Board of Directors Special Meeting**

**December 9, 2020**

**11:00 a.m. EST**

**KFC Yum! Center**

### **DRAFT MINUTES**

**Directors in Attendance via Zoom videoconference:** Chief Yvette Gentry, Mr. John Hodgson, Mr. Michael Jones, Mr. Thomas Liston, Mr. Darrin McCauley, Mr. Timothy Mulloy, Mr. Andrew Owen, Mr. Don Parkinson, Ms. Larissa Reece, Mr. Dale Romans, Mr. Steve Rowland, Vice Chair William Summers, Chair Leslie Geoghegan

**Directors Absent:** Mr. Mark Blayne, Mr. Deepak Tiwari, Metro Council President David James (ex-officio)

**Consultants and Staff:** Mr. Eric Granger, KFC Yum! Center General Manager; Mr. Justin Jokovich, KFC Yum! Center Sr. Finance Director; Ms. Sandra Moran, KFC Yum! Center Marketing Director, Mr. C. Edward Glasscock, General Counsel; Mr. John Egan, General Counsel; Mr. Chip Sutherland, Baird Financial

**Welcome: Chair Geoghegan**

Chair Geoghegan declared a quorum and convened the meeting.

**Roll was called by Eric Granger at 11:02 AM**

**DISCUSSION ITEM: Approval of 2021 Meeting Schedule – Chair Geoghegan**

The board reviewed the tentative meeting schedule. A motion was made by Mr. Hodgson to approve the meeting schedule for 2021. Seconded by Ms. Reece. The motion passed unanimously with no abstentions.

**DISCUSSION ITEM: EXECUTIVE SESSION**

Chair Geoghegan noted that the Board will go into executive session. Mr. Egan noted that the Board will go into executive session to have discussions regarding business entities, and that open discussions could jeopardize the retention, expansion or upgrading business, citing KRS 61.810(G).

**DISCUSSION ITEM: Approval of Yum! Brands Naming Rights Agreement - Chair Geoghegan**

Chair Geoghegan presented the highlights of the agreed upon Naming Rights Agreement renewal with Yum! Brands. This is a \$16.3 Million, 11-year agreement, expiring 9/30/2031. Yum! Brands will continue to benefit from the interior and exterior signage in the arena, concessions stands, social media exposure, amongst many other benefits. The Authority and Yum! Brands will meet

regularly to make sure we continue to build on this relationship. A priority for both organizations in this agreement is community engagement, which is a new provision of this agreement. This will be defined in more detail as we move forward but will include both events at the KFC Yum! Center as well as community outreach. A motion was made by Mr. Parkinson to accept the proposal presented by Chair Geoghegan, which was seconded by Mr. Rowland. The motion passed unanimously with no abstentions.

Chair Geoghegan noted that we are very excited to be able to extend our partnership with Yum! Brands. The meeting was adjourned at approximately 11:19am.

Respectfully submitted,  
Eric Granger