

## Agenda

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### Operations Committee

Friday, October 4, 2024

8:00 a.m.

Kent County Administration Building

300 Monroe Avenue, NW • Grand Rapids, MI 49503

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|----|--|----------------|
| 1. | Call to Order  | Lew Chamberlin |
| 2. | GR International Wine, Beer & Food Festival Updates for 2024   | ShowSpan       |
|    | ○ Thursday, November 21: “Cheers for Charity” VIP Night to Benefit Hospice of Michigan (Barbara Anderson and Dawn Baker) |                |
|    | ○ Friday & Saturday: Industry & Main Fest Days at the Festival   |                |
| 3. | Minutes of March 1, 2024   | Action         |
| 4. | Operations Report from ASM Global  | Eddie Tadlock  |
|    | ○ ArtPrize Recap   |                |
| 5. | Sales Report from Experience Grand Rapids  | Mary Manier    |
| 6. | Facility Calendars   | Jackie Morse   |
| 7. | ASM Global Report  | Rich MacKeigan |
| 8. | Public Comment   |                |
| 9. | Adjournment  |                |

**Please note that the CAA Operations Committee meeting starts at 8:00 AM, followed by the CAA Board meeting. Timing for the CAA Board meeting varies based on how long the Committee meeting takes.**

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY  
CONVENTION/ARENA AUTHORITY  
OPERATIONS COMMITTEE  
300 MONROE AVENUE, NW | GRAND RAPIDS, MI  
FRIDAY, MARCH 1, 2024**

**1. Call to Order**

Richard Winn, in the absence of Chair Lew Chamberlin, called the meeting to order at 8:04 a.m.

Attendance:

Members Present: Richard Winn, Acting Chair  
Rosalynn Bliss  
Mandy Bolter  
Tim Bradshaw  
Peter D'Arienzo  
Glenn Del Vecchio  
Mike Verhulst

Members Absent: Lew Chamberlin  
Jim Conner  
Birgit Klohs  
Darius Quinn  
John Van Fossen

Staff/Others:	Andrea Anderson	City of Grand Rapids
	Dawn Baker	ShowSpan
	Kate Carlson	<i>Crain's Grand Rapids Business</i>
	Mimi Fritz	Grand Rapids Downtown Market
	Tim Gortsema	Grand Rapids Griffins
	Adam Grumbir	Grand Rapids Gold
	Jen Henkel	ASM Global
	Todd Johnson	ASM Global
	Deandre Jones	Jump Ahead L3C
	Jennifer Kasper	City of Grand Rapids
	Chris Machuta	ASM Global
	Rich MacKeigan	ASM Global
	Mary Manier	Experience Grand Rapids
	Cheri McConomy	McConomy Properties, LLC
	Brian McVicar	<i>Grand Rapids Press/MLive</i>
	Jackie Morse	ASM Global
	Torrance Richardson	Gerald R. Ford International Airport
	Doug Small	Experience Grand Rapids
	Eddie Tadlock	ASM Global
	Al Vanderberg	Kent County
	Susan Waddell	CAA
	Mark Washington	City of Grand Rapids
	Tim Wondergem	Wondergem Consulting
	Jessica Wood	Dickinson Wright
	Connor Woodruff	ASM Global

## **2. Welcome New Committee Member**

Mr. Winn welcomed Tim Bradshaw, Facilities Management Director for Kent County, who replaced Al Jano. Tim oversees the design, operations, and maintenance of County facilities and is tasked with planning the allocation of existing space among departments, along with projecting future needs. The Committee looks forward to Tim's expertise.

## **3. Downtown Market Presentation**

Mimi Fritz, President/CEO of Grand Rapids Downtown Market, presented a report on the success of the Christkindl Markt that was held from November 17 through December 23, 2023, at the Downtown Market property. Based on a traditional European market, the Christkindl Markt attracted over 236,000 guests, far surpassing expectations. Features of Christkindl Markt included retail gift vendors, artisan food vendors, live holiday entertainment, curling experiences, fire pits, and children's activities. Sales generated \$3.3 million that translated into \$19.64 in sales per capita. The staff is already planning for next year that will include two additional days and double the number of vendors. In years 3-5, Christkindl Markt will expand to other local venues and neighborhoods. Ms. Fritz envisions a partnership with the future amphitheater. The goal is to make Grand Rapids a national must-visit holiday destination.

## **4. Meeting Minutes of January 5, 2024**

*Motion by Ms. Bliss, supported by Ms. Bolter, to approve the January 5, 2024, meeting minutes. Motion carried.*

## **5. Operations Report from ASM Global**

Todd Johnson, ASM Director of Operations and Security, presented a report on the status of day-to-day operations at the venues, together with an update on capital projects. ShowSpan is at the tail-end of the public show season at DeVos Place®, and the sports tenants are getting to the tail-end of their seasons. Staff is getting ready at the Arena for the first two double-headers since before the pandemic. On March 9, there will be a Rise volleyball game in the afternoon followed by a Gold basketball game in the evening. On March 16, the Gold will play in the afternoon followed by a Griffins hockey game in the evening. Volleyball came with a new playing surface that staff had to learn how to install. There are two components to the system. The flooring rolls out into 22 rolls to create a vinyl-topped padded surface. The net system incorporates two 800-pound bases that hold the net. Both companies trained staff on one setup and staff was left to figure out the intricacies of the systems. Mr. Johnson and staff are testing new weapons detection systems. These detectors can process 10 times more people in the same time frame as a traditional metal detector. The DeVos Place® lighting project is in the program stage. A fiber upgrade project should be completed within the next two months. Parts and supplies have arrived for the Grand Gallery beam detector project. The skywalk carpet project is complete. The fencing at the Arena horseshoe is being replaced and will begin once the ground thaws. At the south end of the Arena, a storage room is being constructed. The design is complete for CCTV access controls. Staff is waiting for parts and equipment to begin installation.

## **6. Report from Experience Grand Rapids**

Ms. Manier provided an overview of the CVB's sales activities and marketing efforts for February 2024. Team members attended a Meetings Michigan event in Florida to promote bringing meetings to Michigan. The sales team met with over 30 clients. Staff attended the AMC Institute annual meeting. The sales team held an event in Washington, DC. The sales team hosted three site visits. New definites include The Christian Community Development Association for November 2025 and the US Chess Federation in August 2026. January-February was an all-time high for new RFPs and new leads.

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**7. ASM Facilities Calendars**

Jackie Morse stated that both venues remain busy and reviewed the event calendars through the end of the calendar year. Broadway Grand Rapids announced its upcoming season which promises to be strong. The Grand Rapids Symphony will make its season announcement on March 19.

**8. ASM Global Report**

Mr. MacKeigan reported that he attended booking meetings in Los Angeles, Live Nation meetings in Nashville, and promoter meetings in Florida. In April, Mr. MacKeigan will be attending legislator meetings in Washington, D.C. on community projects. Fiscal year 2025 budgeting is underway. Mr. MacKeigan stated that new committee member, Tim Bradshaw, has experience in both the private sector and public sector. Tim was the director of engineering at the City of Kentwood and led the municipal practice team at Progressive AE. Tim is also a local official, serving on the board of trustees and planning commission at Caledonia Township.

**9. Public Comment**

Deandre Jones, Jump Ahead L3C, announced his \$100,000 eSports competition at DeVos Place®.

Committee member, Peter D'Arienzo, announced that John Ball Zoo will host the Lantern Festival again this year, from April 10-June 16.

**10. Adjournment**

The meeting ended at 8:46 a.m.

## ArtPrize 2024 Award Winners at DeVos Place Convention Center

Public Vote -- New Media -

Too Much Information

**Bruce Holwerda**

Public Vote - 2D

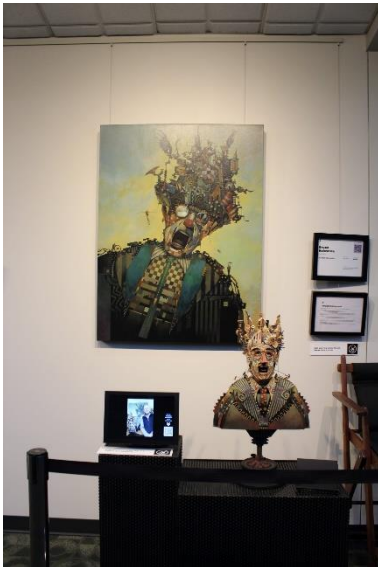
The Prophets

**Robert VanderZee**

Public Vote - 3D

Tut's Tomb

**Bruce Gorsline**



Public Vote -- Time-based -  
My Poem Your Topic

**Endlesswill**

Juried Vote - 2D

“Remember who you are.”

**Jonathan Harris**

Grand Rapids African American Arts and Music Festival Community  
Award

Core -

**Danielle Lewis**



Congratulations to all of the artists participating in ArtPrize 2024 and those that finished in the top 100 at Halftime!

Top 100

- \*Bruce Gorsline: Tut's Tomb
- \*Jessica Bohus: Armor of Flowers
- \*Robert VanderZee: "The Prophets"
- \*Stephanie Glen Ducasse: "One Line Drawing of a Princess"
- \*Kym Nicolas: Covid Memorial: Love and Loss in the Time of Corona
- \*Endless will: My Poem Your Topic
- \*Bruce Holwerda: Too Much Information
- \*Randy Dusdal: Otto's Good Stuff "Batteries not Included"
- \*Brett Farmer: "Reflecting in Michigan"
- \*Franklin Delgado: "The Mother"
- \*JP Goncalves: Sarah – City of Peace

Kevin Vanek: One Last Sip

@ Van Andel Arena