Agenda

Operations Committee

Friday, January 5, 2024
8:00 a.m.
Kent County Administration Building
300 Monroe Avenue, NW • Grand Rapids, MI 49503

1. Call to Order  Richard Winn
2. Minutes of October 6, 2023  Action
3. Marketing Report from ASM Global  Hilarie Carpenter
4. Report from Experience Grand Rapids  Mary Manier
5. ASM Global Report and Facilities Calendar  Rich MacKeigan
6. Public Comment
7. 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.
1. Call to Order

Committee Chair Lew Chamberlin called the meeting to order at 8:05a.

Attendance:

Members Present: Lew Chamberlin, Chairperson  
Mandy Bolter  
Peter D’Arienzo  
Glenn Del Vecchio  
Al Jano  
Birgit Klohs  
Darius Quinn  
Richard Winn

Members Absent: Rosalynn Bliss  
Jim Conner  
John Van Fossen  
Mike Verhulst

Staff/Others: Carolyn Alt  
Chris Anderson  
Kathy Bart  
Dawn Baker  
Kate Berens  
Rosie Bono  
Tim Bradshaw  
Hilarie Carpenter  
Tim Gortsem  
Scott Gorsline  
Jen Henkel  
Mark Hodge  
Deandre Jones  
Andy Kursch  
Rich MacKeigan  
Mary Manier  
Cheri McEconomy  
Brian McVicar  
Jackie Morse  
Jay Preston  
Lindsey Ruffin  
Doug Small  
Eddie Tadlock  
Brad Thomas  
John Van Houten  
Al Vanderberg  
Susan Waddell  
ShowSpan  
ASM Global  
City of Grand Rapids  
Gand Rapids Comic Con  
Kent County  
ASM Global  
Grand Rapids Griffins  
DP Fox  
ASM Global  
Grand Rapids Comic Con  
Jump Ahead L3C  
ASM Global  
Experience Grand Rapids  
McEconomy Properties, LLC  
Grand Rapids Press/MLive  
Ernst & Young  
ShowSpan  
Experience Grand Rapids  
ASM Global  
Progressive AE  
Progressive AE  
Kent County  
CAA
2. **Meeting Minutes of March 3, 2023**

*Motion by Ms. Klohs, supported by Mr. Jano, to approve the March 3, 2023, meeting minutes. Motion carried.*

3. **Grand Rapids Comic Con Presentation**

Mark Hodges, Co-Owner and Event Director of Grand Rapids Comic Con, extended his appreciation for granting a multi-year lease that will enable the organization to carry out both long- and short-term planning. This year’s show takes place at DeVos Place® convention center on November 3-5. The guest list includes heavy-hitter celebrities, including Tom Kenny, Klingons from Star Trek, Ryan Hurst, Michael Myers gathering for Halloween 45th anniversary, and others. Denise Kohler-Kolesar was persuaded to come out of retirement to run the after-hours programming, along with Hannah Hensen, Bryan Hampton, and Kevin Troupe the event planner for Calvary Church. The after-hours events will take place in established venues downtown and will have a charity component attached to them. A Vincent D’Onofrio banquet is scheduled at DeVos Place, a George Takei banquet is scheduled at the Embassy Suites Hotel, ItsAlexClark comedy show will occur at St. Cecelia Music Hall, a Klingon drinking party will be held at the B.O.B., the Grand Rapids Symphony will have a Coco concert, and there will be concerts at Skelletones. Proposed 2024 updates include comedy shows, punk/metal concerts, parent-child dance, costume dance, and 90’s-themed dance. Comic Con’s five-year plans include continued growth, 50,000 in attendance, $15 million in economic development, using no tax dollars.

4. **International Wine, Beer & Food Festival Preview**

Show Manager, Dawn Baker, provided an overview of the 16th annual Wine, Beer & Food Festival, which is taking place November 16-18 in the elegance of the Steelcase ballrooms. New this year is a VIP preview night on Thursday, November 16, from 6p-9p. Only 500 tickets will be available for $150 each and only 60 VIP Preview Plus tickets are available for $225, and that includes a pairing dinner. An industry trade event will be held Friday, November 17, to which only MLCC-licensed personnel are invited. This event is an opportunity for national and local businesses and restaurants to meet experts and find new products. The Festival was built on collaborations, and community efforts include the Meijer Supplier Diversity Sponsorship, DGRI Diversity and Local Focused Sponsorship, Fresh Thyme Diversity and Local Focused Sponsorship, Amway Hotel Collection Sponsorship, Experience Grand Rapids Support through Flights of Flavor and Restaurant Week, and Festival Ambassadors, a fundraising opportunity with over $60,000 given to local university, school groups, and nonprofits annually. Dianna Stamppler of Promote Michigan has been tapped as the Festival’s publicist. The Festival has a broad marketing campaign involving WOOD-TV, iHeart Media, and billboards. A more targeted campaign includes digital, social media specific diverse publications, and local influencers.

5. **ASM Global Operations Report**

Eddie Tadlock summarized the current progress of several projects at DeVos Place®. The chiller rebuilds will begin in a couple of weeks. The fiber upgrades have just started. The lighting controls and light replacement projects are ahead of schedule. The skywalk carpet is slated to be replaced.

At the Van Andel Arena®, the new compressors are running great on the ice plant, and everything is all set for the upcoming hockey season. Staff have met with contractors to replace the fence at the
horseshoe. Motors are scheduled to be rebuilt in the air handlers. Purchase orders have been cut to replace the emergency exit doors on each quad and to replace sections of the sidewalk around the building that are cracked and unsafe.

6. **Report from Experience Grand Rapids**

Ms. Manier provided an overview of the CVB’s sales activities and marketing efforts for September 2023. Team members were busy on the road traveling to sales meetings and events. The sales team hosted nine site visits and held three planning meetings with clients for events that will occur next year.

7. **FY 24 Capital Budget Amendment Request**

Rich MacKeigan and Cheri McConomy summarized the amendment request that included several projects. The ballroom lighting and controls project was scheduled to take place over three years, but staff have asserted that acceleration of the project, combined with product rebates, could save $300,000. The Arena food and beverage point of sale system is no longer supported by hardware and software vendors. It is recommended that a new system be purchased for approximately $410,000. As part of negotiations with the Grand Rapids Rise volleyball team, a total investment of $150,000 is required for the first season of professional volleyball at the Arena. A bad actuator needs to be replaced in the Secchia Lobby at DeVos Place®. This request is for $120,000 due to the labor necessary to remove and reinstall panels. A $5,000,000 advance closing payment will be placed in escrow for the purchase of the amphitheater construction site. The total FY 24 capital budget amendment request is $6,680,000.

*Motion by Ms. Klohs, supported by Mr. Jano, to recommend that the Grand Rapids-Kent County Convention/Arena Authority Board approve the FY 24 capital budget amendment request in the amount of $6,680,000. Motion carried.*

8. **Resolution Authorizing Amphitheater Donor Recognition Policy**

The CAA and Grand Action 2.0 entered into a memorandum of understanding that provides for the establishment of a donor recognition policy. This resolution would authorize the CAA Executive Director to finalize and agree to the donor recognition policy, in a form approved as to substance by the Board Chair and as to form by CAA legal counsel.

*Motion by Mr. Del Vecchio, supported by Mr. D’Arienzo, to recommend that the Grand Rapids-Kent County Convention/Arena Authority Board approve the Resolution Authorizing Amphitheater Donor Recognition Policy. Motion carried.*

9. **Resolution Authorizing a Third Memorandum of Understanding Between the Grand Rapids-Kent County Convention/Arena Authority and Grand Action Foundation 2.0**

The CAA and Grand Action 2.0 previously entered into an MOU for the purpose of reaching agreements regarding the development, funding, construction, ownership, and operation of the amphitheater and previously entered into an MOU for the purpose of reaching an agreement regarding the development of the parcels surrounding the amphitheater. The CAA and Grand Action 2.0 now intend to enter into a third MOU for the purpose of reaching an agreement regarding the development, funding, construction, ownership, and operation of the Soccer Stadium.

*Motion by Ms. Klohs, supported by Mr. D’Arienzo, to recommend that the Grand Rapids-Kent County Convention/Arena Authority Board approve the Resolution Authorizing a Third Memorandum of Understanding between the Grand Rapids-Kent County Convention/Arena Authority and Grand Action Foundation 2.0. Motion carried.*
10. Resolution Authorizing Written Consent of Memorandum of Understanding Between the City of Grand Rapids and the Grand Action Foundation 2.0

The City and Grand Action 2.0 intend to enter into an MOU regarding construction and use of temporary facilities at 201 and 1300 Market while the City transitions and relocates its operations. The CAA and the City are parties to an Option Agreement that requires CAA consent for the City to enter into any agreement with respect to the property.

Motion by Mr. Del Vecchio, supported by Mr. Jano, to recommend that the Grand Rapids-Kent County Convention/Arena Authority Board approve the Resolution Authorizing Written Consent of Memorandum of Understanding Between the City of Grand Rapids and Grand Action Foundation 2.0. Motion carried.

11. ASM Global Report and Facilities Calendars

Mr. MacKeigan stated that the buildings remain busy and reviewed the event calendars through the end of the calendar year.

12. Public Comment

Deandre Jones, Jump Ahead L3C, has been working with Comic Con to bring eports events to Grand Rapids and create economic growth for underserved communities. KISD has created an esports league, and Mr. Jones would like to hold competitions at DeVos Place® or the Van Andel Arena®.

Mark Hodges, Comic Con, invited Board members to contact CAA staff for Comic Con tickets.

13. Adjournment

The meeting ended at 9:15 a.m.
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<td>Auditions - GR Symphony (DVPH)</td>
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<td>ICE Maintenance (VAA)</td>
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<td>7PM - Rise Home Opener (VAA)</td>
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<td>Move Out - BGR (VAA)</td>
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Kathy Bart 12/28/2023 3:51 PM