

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.

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
OPERATIONS COMMITTEE
300 MONROE AVENUE, NW | GRAND RAPIDS, MI
FRIDAY, OCTOBER 6, 2023**

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	ShowSpan
	Chris Anderson	ASM Global
	Kathy Bart	ASM Global
	Dawn Baker	ShowSpan
	Kate Berens	City of Grand Rapids
	Rosie Bono	Gand Rapids Comic Con
	Tim Bradshaw	Kent County
	Hilarie Carpenter	ASM Global
	Tim Gortsema	Grand Rapids Griffins
	Scott Gorsline	DP Fox
	Jen Henkel	ASM Global
	Mark Hodge	Grand Rapids Comic Con
	Deandre Jones	Jump Ahead L3C
	Andy Kursch	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
	Jay Preston	Ernst & Young
	Lindsey Ruffin	ShowSpan
	Doug Small	Experience Grand Rapids
	Eddie Tadlock	ASM Global
	Brad Thomas	Progressive AE
	John Van Houten	Progressive AE
	Al Vanderberg	Kent County
	Susan Waddell	CAA

Mike Wilbraham
Tim Wondergem
Jessica Wood
Connor Woodruff

ShowSpan
Wondergem Consulting
Dickinson Wright
ASM Grand Rapids

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 Stampfler 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 Authoring 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 Authoring 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 Authoring 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.

January 2024

January 2024							February 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	15	16	17
21	15	16	17	18	19	20	18	19	20	21	22	23	24
28	22	23	24	25	26	27	25	26	27	28	29		
	29	30	31										

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Dec 31	Jan 1, 24 New Year's Day Observed - ASM Offices Closed	2 7PM - GR Gold (VAA) Grand Rapids Original Swing Society (CG) (DVP)	3 7PM - GR Gold (VAA)	4 Move In- GR Symphony: The Godfather (DVP)	5 7PM - GR Gold (VAA) 7PM - GR Symphony: The Godfather (DVP)	6 7:30PM - MANIA: The Abba Tribute (DVP)
7 7PM - GR Gold (VAA)	8	9	10	11	12	13
		GR Remodeling and New Homes Show (MM) (DVP)				
		Lumbermen's 2024 Material Show (MV) (DVP)				7PM - GR Symphony:
		Move In- GR Symphony: Vadim Gluzman (DVP)			2024 Grand Rapids Bridal Show (Abbey) (DVP)	
			7PM - Griffins (VAA)		7PM - GR Symphony:	7PM - Griffins (VAA)
					7PM - Griffins (VAA)	MOD- Jackie
14	15	16	17	18	19	20
GR Remodeling and New Homes Show (MM) (DVP)		GR Camper, Travel, and RV Show (CG) (DVP)				
3PM - GR Gold (VAA)	MLK Breakfast (MM)		BGR - Disney's Aladdin (DVP)	BGR - Disney's Aladdin (DVP)	BGR - Disney's Aladdin (DVP)	BGR - Disney's Aladdin (DVP)
Auditions- GR Symphony (DVP)	1PM - GR Gold (VAA) MOVE-IN BGR - Disney's Aladdin (DVP)	BGR - Disney's Aladdin (DVP) MOD - Jen	MOD - Hilarie	Move-In PBR (TS/LT) (VAA)	PBR (VAA)	PBR (VAA)
21	22	23	24	25	26	27
GR Camper, Travel, and RV Show (CG) (DVP)		MNLA (MV) (DVP)			Kids and Family Expo (CG) (DVP)	
BGR - Disney's Aladdin (DVP) MOD- Jackie Move Out- PBR (VAA)	ICE Maintenance (VAA)		2024 Michigan Music Conference (MV) (DVP)			
	6:30PM - Disturbed (VAA)		12pm- Client Meeting (JM) (VAA- ASM) 7PM - Griffins (VAA)	7PM - Rise Home Opener (VAA)	Winter Bridal Show of West Michigan (CG) (DVP) 7PM - Griffins (VAA)	
						7PM - Griffins (VAA)
28	29	30	31	Feb 1	2	3
12:00am Michigan International Autoshow (CG) (DVP)						
MI Career Education Conference (MM) (DVP)			Move-In DOI (TS/LT)			
3PM - Harlem Globetrotters (VAA)	Ice Maintenance (VAA)					
7PM - Ali Siddiq (DVP)		Move In- GR Symphony: All-American Masters (DVP)		Grand Rapids Chamber Annual Meeting (MV) (DVP)		

February 2024

February 2024							March 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3						1	2
4	5	6	7	8	9	10	3	4	5	6	7	8	9
11	12	13	14	15	16	17	10	11	12	13	14	15	16
18	19	20	21	22	23	24	17	18	19	20	21	22	23
25	26	27	28	29			24	25	26	27	28	29	30
							31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Jan 28	29	30	31	Feb 1	2	3	
				Michigan International Autoshow (CG) (DVP)			
				Move In- GR Symphony: All Disney On Ice (VAA)	7PM - GR Symphony: All-American Masters (DVP) Disney On Ice (VAA)	7PM - GR Symphony: All-American Masters Disney On Ice (VAA) GRCC GIANT Awards &	
4	5	6	7	8	9	10	
Michigan International Autoshow (CG) (DVP) 7:00pm 12:00am Auditions- GR Symphony (DVP) 7:00pm Disney On Ice (VAA)		Golf Show (CG)				7PM - Griffins (VAA)	
	Ice Maintenance (VAA)	GR Symphony- Link Up Performances (DVP)			Auto-Wares Annual Tech Expo (CG) (DVP)		
		Rehearsals- GRS (DVP)	7PM - GR Gold (VAA) GR Symphony-	7PM - GR Gold (VAA) 7PM - Matt Rife (DVP)	7PM - Griffins (VAA)	8PM - GR Symphony: Leela James (DVP)	
11	12	13	14	15	16	17	
Golf Show (CG)	7PM - Rise (VAA)	8PM - Dancing With The	7PM - GR Gold (VAA)	Move In- GR	7PM - GR Symphony:	2PM - GR Symphony:	
2024 GR Boat Show (MM) (DVP)							
1PM - GR Gold (VAA) GRS Auditions (DVP)					7PM - Griffins (VAA)		
18	19	20	21	22	23	24	
2024 GR Boat Show (MM) (DVP)		Multiline Marketing Conference (MV) (DVP)					
4PM - Rise (VAA)		2024 SAS Trade Show (CG) (DVP)				7PM - Griffins (VAA)	
		GVSU Winter Career Fair (CG) (DVP)			Michigan Association of Student Council (MV) (DVP)		
		7PM - Pantera (VAA)	RPOA Real Estate Investor & Landlord Conference & Expo (CG) (DVP)		Elevation Nights (VAA)	GR Ballet - Sleeping Beauty (DVP)	
			7PM - Griffins (VAA)	7:30 - Sam Hunt (VAA)			
25	26	27	28	29	Mar 1	2	
Michigan Association of Student Council (MV) (DVP)		Move In- GR Symphony: Prokofiev Symphony No. 7 (DVP)					
5PM - Griffins (VAA)	West Michigan Home and Garden Show (MW) (DVP)						
GR Ballet - Sleeping Beauty (DVP)	2024/2025 Broadway Season Announcement	7:30PM - Bryan Adams (VAA)	12:00am MI Pork Expo (Abbey) 7:00pm 7PM - Griffins (VAA)	MI Council for Exceptional Cl			

March 2024

March 2024							April 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				
31													

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Feb 25	26	27	28	29	Mar 1	2	
					West Michigan Home and Garden Show (MW) (DVP)		
					MI Council for Exceptional Shelter Showdown (MV)		
					MI Floral (MM)		
					7PM - GR Symphony: Prokofiev Symphony No. 7		
3	4	5	6	7	8	9	
West Michigan Home and Garden Show (MW) (DVP)		The Ultimate Sport Show (CG) (DVP)					
MI Floral (MM)	2024 mParks Conference & Trade Show (DVP)			7:30PM - BGR: Les	BPA Annual State Leadership Conference (MM) (DVP)		
Shelter Showdown (MV)	MOVE IN - Les	7:30PM - BGR: Les	International Women's Day (MM)		7:30PM - BGR: Les	12PM - Rise (VAA)	
3PM - GR Gold (VAA)	MOVE-IN BGR - Les	7PM - GR Gold (VAA)	7:30PM - BGR: Les	7PM - Bert Kreischer	7PM - Griffins (VAA)	2PM & 7:30PM - BGR:	
10	11	12	13	14	15	16	
The Ultimate Sport Show (CG) (DVP)		2024 MACUL Annual Conference (MM) (DVP)					
BPA Annual State Leadership	6:30PM - Avenged Sevenfold (VAA)	2024 Van Eerden Food Show (MV) (DVP)		West Michigan Women's Expo (CG) (DVP)			
1PM & 6:30PM - BGR:		7:30 - Dr. Jordan	Paw Patrol (DVPH)	7PM - Dan + Shay (VAA)	Star Spirit Nationals (DeVos Place (303 Monroe Ave NW, Gra		
Winter Jam (VAA)		Paw Patrol (DVPH)			7PM - GR Symphony:	12PM - GR Gold (VAA)	
17	18	19	20	21	22	23	
West Michigan Women's Ex	MPA/MACS Convention & Trade Show (CW)					3:00pm ID Dance (Abbey)	
Star Spirit Nationals (DeVos		Cottage and Lakefront Living Show (CG) (DVP)					
4PM - Rise (VAA)		Move In- GR Symphony: Beethoven's Eroica (DVPH)			7PM - GR Symphony:	1PM & 7PM - Monster	
7PM - Joe Gatto (DVPH)		GR Christian Schools 100th Anniversary (Abbey) (DVP)		Configura Spring	7PM - Monster Jam	7PM - GR Symphony:	
24	25	26	27	28	29	30	
Cottage and Lakefront Living Show (CG) (DVP)		Move In- GR Symphony: The Gilmore In GR (DVPH)		7PM - GR Gold (VAA)	7PM - GR Symphony: A Night of Symphonic Boy Bands (DVPH)		
ID Dance (Abbey)	MICareer Quest (MV)						
1PM & 6:30PM - Monster Jam (VAA)	Ice Maintenance (VAA)		7PM - Griffins (VAA)	7PM - GR Symphony: The Gilmore In GR (DVPH)			
		6:30PM - Fall Out Boy					
31	Apr 1	2	3	4	5	6	