Agenda

Operations Committee

Friday, March 1, 2024
8:00 a.m.
Kent County Administration Building
300 Monroe Avenue, NW • Grand Rapids, MI 49503

1. Call to Order Richard Winn
2. Welcome New Committee Member, Tim Bradshaw, Kent County Facilities Management Director Richard Winn
3. Downtown Market Presentation Mimi Fritz
4. Minutes of January 5, 2024 Action
5. Operations Report from ASM Global Todd Johnson
6. Sales Report from Experience Grand Rapids Mary Manier
7. Facility Calendars Jackie Morse
8. ASM Global Report Rich MacKeigan
9. Public Comment
10. 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

Richard Winn, in the absence of Chair Lew Chamberlin, called the meeting to order at 8:01 a.m.

Attendance:

Members Present: Rosalynn Bliss  
Mandy Bolter  
Glenn Del Vecchio  
Birgit Klohs  
Darius Quinn  
Richard Winn

Members Absent: Lew Chamberlin  
Jim Conner  
Mike Verhulst

Staff/Others: Andrea Anderson  City of Grand Rapids  
Kathy Bart  ASM Global  
Kate Berens  City of Grand Rapids  
Tim Bradshaw  Kent County  
Hilarie Carpenter  ASM Global  
Trey Conner  Grand Rapids Gold  
Deandre Jones  Jump Ahead L3C  
Chris Machuta  ASM Global  
Rich MacKeigan  ASM Global  
Mary Manier  Experience Grand Rapids  
Cheri McConomy  McConomy Properties, LLC  
Brian McVicar  Grand Rapids Press/MLive  
Jay Preston  Ernst & Young  
Doug Small  Experience Grand Rapids  
Eddie Tadlock  ASM Global  
John Van Houten  Progressive AE  
Al Vanderberg  Kent County  
Susan Waddell  CAA  
Tim Wondergem  Wondergem Consulting  
Jessica Wood  Dickinson Wright

2. Meeting Minutes of October 6, 2023

Motion by Ms. Klohs, supported by Mr. Jano, to approve the October 6, 2023, meeting minutes. Motion carried.

3. Marketing Report from ASM Global

Hilarie Carpenter presented 2023 highlights on the ASM Global community and promotions programs. The Van Andel Arena® hosted Nickelback in June, and the band supports mental health awareness.
ASM partnered with the Mental Health Foundation of West Michigan’s Be Nice program. Fans donated a nickel to enter a drawing to win two tickets to the show, merchandise, and a band meet and greet. The Jonas Brothers held a concert in November, which is National Diabetes Awareness Month. Nick Jonas has Type 1 diabetes and supports the organization Beyond Type 1. ASM partnered with Rise Authentic Baking Company to create a diabetic-friendly stroopwafel. $1 from each sold was donated to Beyond Type 1. For the Mannheim Steamroller concert in December, ASM partnered with The Humane Society to collect blankets and canned food. Everyone who donated received a free exclusive holiday cookie made by the Amway Grand Plaza. Throughout November, fans attending events at the Arena are invited to bring “thank you” cards for active-duty military and veterans. Guests who donated cards could enter to win concert tickets, along with an overnight stay and dinner at the Courtyard by Marriott Downtown. AcriSure is a Van Andel Arena® Pillar Partner, with funds allocated to community initiatives for tickets and concession vouchers. As thank you gifts, donations are made to nonprofits in entertainers’ names. In 2023, $29,750 in donations were contributed. DeVos Performance Hall and the Van Andel Arena® held holiday prize package giveaways in November, with the goal of increasing Instagram followers. The Arena acquired 1,500 new followers while DeVos Performance Hall gained 1,100 new followers.

SAVOR …. Grand Rapids, the exclusive catering company for the Van Andel Arena® donated $1.8 million to over 30 local nonprofits through its concessions fundraising program. SAVOR donated shelf-friendly food to Hand2Hand, an organization that helps eliminate weekend hunger for children. SAVOR partners with Mel Trotter Ministries to employ local community members and provide food donations. SAVOR utilizes the goods and services of local vendors, such as Mosby’s Popcorn, Anu Sushi, Big Dream Small Farm, Frog Holler, Stock Da Bar Vodka, Van’s Pastry Shoppe, Rishi’s International Beverage, and Martha’s Vineyard.

4. **Report from Experience Grand Rapids**

Ms. Manier provided an overview of the CVB’s sales activities and marketing efforts for December 2023. Team members attended two Washington, DC events and hosted a lunch in Lansing. The sales team hosted three site visits, one of which resulted in a contract for 2025. Staff sent out leads 2024 through 2028.

5. **ASM Global Report and Facilities Calendars**

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

6. **Public Comment**

Deandre Jones, Jump Ahead L3C, stated that KISD has created an esports league and Mr. Jones would like to hold competitions at DeVos Place® or the Van Andel Arena®. Esports has the power to change the community and educate the underserved.

Darius Quinn acknowledged Trey Conner of the Grand Rapids Gold. Trey appreciated the support and looks forward to the second half of the season.

7. **Adjournment**

The meeting ended at 8:32 a.m.
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**West Michigan Home and Garden Show (MV) (DVP)**

**MI Floral (Anna)**

**Shelter Showdown (MV)**

**3PM - GR Gold (VAA)**

**Intocable-DVPH**

**The Ultimate Sport Show (CG) (DVP)**

**BPA Annual State Leadership Conference (MM) (DVP)**

**2024 MACUL Annual Conference (MM) (DVP)**

**International Women’s Day (MM)**

**Bearcat Spring (BB)**

**GR Symphony: Beethoven’s Eroica (DVPH)**

**Move In- GR Symphony: Beethoven’s Eroica (DVPH)**

**West Michigan Women’s Expo (Anna) (DVP)**

**2024 Van Eerden Food Show (MV) (DVP)**

**7PM - Dan + Shay (VAA)**

**Cottage and Lakefront Living Show (Anna)**

**Move In - GR Symphony: Beethoven’s Eroica (DVPH)**

**GR Symphony Preview**

**Move In - GR Symphony: Beethoven’s Eroica (DVPH)**

**7PM - Monster Jam**

**Move In - GR Symphony: Beethoven’s Eroica (DVPH)**

**7PM - Monster Jam**

**GR Symphony: A Night of Symphonic Boy Bands (DVPH)**

**7PM - Monster Jam**

**GR Whiskey Fest**

**West Michigan Home and Garden Show (MV) (DVP)**

**MI Council for Exceptional Children 2024 Annual Conference (Abbey) (DVP)**

**MI Floral (Anna)**

**7PM - GR Symphony: Prokofiev Symphony No. 7 (DVPH)**

**Shelter Showdown (MV)**

**7PM - GR Gold (VAA)**

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<td>SkillsUSA Michigan 2024 (A)</td>
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<td>Move In- GR Symphony, Chorus Celebration (DVPH)</td>
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<td>Vendor Summit</td>
<td>2024 Vitality Gala - UMHWest (CG) (DVP)</td>
<td>7:30PM - Opera GR presents: La Boheme</td>
<td>2PM &amp; 7:30PM - BGR: To Kill A Mocking Bird (DVPH)</td>
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Kathy Bart

2/23/2024 10:14 AM