

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.

**MINUTES OF THE GRAND RAPIDS-KENT COUNTY
CONVENTION/ARENA AUTHORITY
OPERATIONS COMMITTEE
300 MONROE AVENUE, NW | GRAND RAPIDS, MI
FRIDAY, JANUARY 5, 2024**

1. Call to Order

Richard Winn, in the absence of Chair Lew Chamberlin, called the meeting to order at 8:01a.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	<i>Grand Rapids Press/MLive</i>
	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.

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 (MV) (DVP)	
					MI Council for Exceptional Shelter Showdown (MV)	
					MI Floral (Anna)	
					7PM - GR Symphony: Prokofiev Symphony No. 7	
					Griffins-VAA	Griffins-VAA
3	4	5	6	7	8	9
West Michigan Home and Garden Show (MV) (DVP)		The Ultimate Sport Show (CG) (DVP)				
MI Floral (Anna)	MOVE IN - Les Misérables (DVPH)	7:30PM - BGR: Les Miserables (DVPH)	International Women's Day (MM)		BPA Annual State Leadership Conference (MM) (DVP)	
Shelter Showdown (MV)			12:15pm - Arena Tour	7:30PM - BGR: Les	7PM - Griffins (VAA)	12PM - Rise (VAA)
3PM - GR Gold (VAA)		7PM - GR Gold (VAA)	BGR - Les Misérables	7PM - Bert Kreischer	BGR - Les Misérables	7PM - GR Gold (VAA)
Intocable-DVPH						Les Mis-DVPH
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 (Anna) (DVP)		
1PM & 6:30PM - BGR:		7:30 - Dr. Jordan	Paw Patrol (DVPH)	7PM - Dan + Shay (VAA)	Star Spirit Nationals (CG)	
Winter Jam (VAA)		Paw Patrol (DVPH)			7PM - GR Symphony:	12PM - GR Gold (VAA)
					Griffins-VAA	Les Mis-DVPH
17	18	19	20	21	22	23
West Michigan Women's Ex	MPA/MACS Convention & Trade Show (CG)				ID Dance (Abbey)	
Star Spirit Nationals (CG)	GR Christian Schools 100th Anniversary (Abbey) (DVP)			Configura Spring		
4PM - Rise (VAA)	2:30pm - Arena Tour (Hannah Flynn) (VAA)	Cottage and Lakefront Living Show (Anna)				
7PM - Joe Gatto (DVPH)		Move In- GR Symphony: Beethoven's Eroica (DVPH)		7PM - Monster Jam	7PM - GR Symphony:	
		GR Symphony Preview		Move In-Monster Jam	GR Whiskey Fest	
24	25	26	27	28	29	30
Cottage and Lakefront Living Show (Anna)		Move In- GR Symphony: The Gilmore In GR (DVPH)			BrickFest Live (MM)	
ID Dance (Abbey)	MICareer Quest (MV)				7PM - GR Gold (VAA)	7PM - GR Gold (VAA)
1PM & 6:30PM - Monster Jam (VAA)	Ice Maintenance (VAA)	7PM - Griffins (VAA)		7PM - GR Symphony:	7PM - GR Symphony: A Night of Symphonic Boy Bands (DVPH)	
		6:30PM - Fall Out Boy		GRS Rehearsals (AK)		
31	Apr 1	2	3	4	5	6
BrickFest Live (MM)						

April 2024

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 31	Apr 1 7PM - Rise (VAA)	2	3 7PM - Griffins (VAA) 8PM - Brit Floyd (DVPH)	4 8PM - Chris D'Elia (DVPH)	5 Adrenaline Dance Regionals 2024 (Anna) (DVP) 7PM - Griffins (VAA) 8PM - GR Comedy Festival (DVPH)	6 7PM - Rise (VAA) 8PM - Ira Glass (DVPH)
7 Adrenaline Dance Regional	8	9 7PM - Celtic Woman (DVPH) GR Symphony-Rehearsals (Recital Hall)	10 Move In- GR Symphony: Chorus Celebration (DVPH) Paws, Claws & Corks (CG)	11 SkillsUSA Michigan 2024 (Anna) (DVP)	12 7PM - GR Symphony: 7PM - Griffins (VAA)	13 7PM - GR Symphony: 7PM - Rise (VAA)
14 SkillsUSA Michigan 2024 (A)	15	16	17	18	19	20
MI Safety Annual Conference (MM) (DVP) 7:30PM - AJR (VAA)		Vendor Summit		2024 Vitality Gala - UMWWest (CG) (DVP)		
			12:00am	MiAEYC 2024 Annual Conference (MV) (DVP) 7PM - Rise (VAA) Fair Housing of West MI	8:00pm 7:30PM - Opera GR Opera GR Gala (Monroe)	7:30PM - Opera GR presents: La Boheme Greenville High School
21	22	23	24 BGR - To Kill A	25	26	27
Vendor Summit			2024 MSBO Annual Convention (MV) (DVP)		Lakeshore Volleyfest (CG) (DVP)	
2024 Vitality Gala - UMWWest 5PM - Griffins (VAA)	NACAC MOVE-IN BGR - To Kill A Mockingbird (DVPH)			BGR - To Kill A Mockingbird (DVPH) GRCC Commencement	GVSU Commencement BGR - To Kill A Mockingbird (DVPH)	
28 Lakeshore Volleyfest (CG) (I) 1 & 6:30PM - BGR: To Kill A Mocking Bird 2PM - Rise (VAA) Davenport	29 2024 Corewell Health Foundation Gala (MM) (DVP)	30 Solution Tree Response to In	May 1	2	3	4