

## Agenda

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### Operations Committee

**Friday, October 6, 2023**

**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.  | Minutes of March 3, 2023   | Action         |
| 3.  | Comic Con Presentation   | Mark Hodges    |
| 4.  | International Wine, Beer & Food Festival Preview   | ShowSpan       |
| 5.  | Operations Report from ASM Global  | Eddie Tadlock  |
| 6.  | Report from Experience Grand Rapids  | Mary Manier    |
| 7.  | FY 24 Capital Budget Amendment Request   | Action         |
| 8.  | Resolution Approving & Authorizing Execution of Donor Recognition Policy   | Action         |
| 9.  | Resolution Authorizing a Third Memorandum of Understanding Between The Grand Rapids-Kent County Convention/Arena Authority and the Grand Action Foundation 2.0 | Action         |
| 10. | Resolution Authorizing Written Consent of Memorandum of Understanding Between the City of Grand Rapids and the Grand Action Foundation 2.0                     | Action         |
| 11. | ASM Global Report and Facilities Calendar  | Rich MacKeigan |
| 12. | Public Comment   |                |
| 13. | 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 3, 2023**

**1. Call to Order**

Richard Winn, in the absence of Committee Chair Lew Chamberlin, called the meeting to order at 8:05a.

Attendance:

Members Present: Richard Winn, Acting Chair  
Mandy Bolter  
M. Scott Bowen  
Glenn Del Vecchio  
Al Jano  
Birgit Klohs  
Darius Quinn  
Mike Verhulst

Members Absent: Rosalynn Bliss  
Lew Chamberlin  
Jim Conner  
Peter D'Arienzo  
John Van Fossen

Staff/Others:	Andrea Anderson	City of Grand Rapids
	Kathy Bart	ASM Global
	Kate Berens	City of Grand Rapids
	Jen Henkel	ASM Global
	Steve Jbara	Grand Rapids Gold
	Hayden Johnson	ASM Global
	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>
	Jackie Morse	ASM Global
	John Rizer	Progressive AE
	Emilee Syrewicze	Opera Grand Rapids
	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
	Mark Washington	City of Grand Rapids
	John Weiss	Dickinson Wright
	Jessica Wood	Dickinson Wright

## **2. Minutes of Previous Meetings**

*Motion by Verhulst, support by Bolter, to approve the October 7, 2022, and January 6, 2023, meeting minutes. Motion carried.*

## **3. ASM Global Operations Report**

Eddie Tadlock stated that the new clear com system at the Van Andel Arena® is complete and being used. Damper replacement on Custom Air Handlers 2 and 3 have been completed. The ice plant condenser coil project will start as soon as the hockey season is complete. To replace old, damaged inventory, four new sets of furniture were purchased for backstage use at the Arena. The sets included sofa, love seat, two end tables, and a coffee table. The furniture was procured from a small (minority owned) local vendor at a significant discount vs a big box store, for the exact same items.

Two X-ray units were purchased for use in the lobbies at the Arena and DeVos Performance Hall. The bag policy remains the same at each facility, with small clutch bags 4.5”x6.5”x2” allowed to enter at any entry point. The policy also allows guests to enter with larger bags for parenting and medical needs. These larger items can now be screened in touchless fashion, which also assists the security officers to detect potentially hazardous or harmful items such as weapons, explosives, or other contraband. Guests with these oversized bags are directed to the x-ray entry line.

Internet service is in the process of being upgraded at both buildings. The Arena already has been upgraded to 2Gb connection, and DeVos Place® is scheduled to be updated soon. Once both connections are active, each connection will back-up the other venue if internet connection is lost at either building. Both venues have been upgraded with new firewalls to prevent cyber-attacks, and the firewalls are backed by secondary firewalls. Later in the month, we will implement an MFA(Multi-Factor Authentication) 2 Factor log-in credentials for employees. When employees log in, they will be asked for secondary log in information.

The DeVos Place® roof work is about 75% complete. A new sound system soon will be installed in the meeting rooms at DeVos Place®. Supplies have been ordered for the lighting project, and wiring should start in the next month. A new Kubota tractor was delivered and already has been put to good use removing snow. Progressive AE has been engaged to assist with the replacement and design of new banners for the exterior and interior of DeVos Performance Hall and hanging banners in the Grand Gallery. The existing banners are over 20 years old and have become worn out and faded.

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

Ms. Manier provided an overview of the CVB’s sales activities and marketing efforts for February 2023. Team members traveled to Kansas City to attend an event and meet with meeting planners, attended a Michigan Meeting Planners International monthly meeting, traveled to Florida and met with 35 clients with Meetings Michigan and received an RFP from that trip. Right now a staff member is attending Colorado Meetings Industry Council meeting in Colorado. Yesterday a team attended the Destination Michigan Detroit Meetings Marketplace. Three groups visited Grand Rapids for future programs. Two new bookings include the Alliance for Information and Referral Systems and the Snow & Ice Management Association. The Botanical Society of America, a group that considered Grand Rapids pre-pandemic, booked for June 2024. The team sent out 32 opportunities that included the convention center, for the date range 2023-2027.

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

Mr. MacKeigan stated that the buildings remain busy and reviewed the event calendars through the end of the year. The WWE event held earlier this week was nationally televised and was the highest grossing WWE event in the history of Grand Rapids. Comedy continues to do extremely good business. A new

kid-based show, the Hot Wheels Monster Truck show, has been booked for fall. Broadway Grand Rapids has announced its season for the upcoming year and the shows are extremely strong. In answer to a question from Mr. Del Vecchio regarding staffing levels, Mr. MacKeigan responded that, while full-time staffing is suitable, part-time staffing is a challenge. Mr. MacKeigan will be meeting with Staffing, Inc., who provides part-time staffing for the venues, to develop creative ways to motivate and incentivize those great part-time employees who want more hours, more leadership roles, or full-time employment. Mr. Washington expressed thanks for booking New Jack City during Black History Month. Mr. MacKeigan stated that the credit goes to the CAA who empowered the Community Inclusion Group to invest in diverse programming. Mr. Verhulst referenced security issues, and Mr. MacKeigan stated that, overall, West Michigan has a good track record regarding security issues. DK Security provides security at both buildings and that, coupled with ASM Global's focus on security, safety issues are a high priority. There is a delicate balance between security and customer service. The more secure, the less customer service friendly a building. Additionally, the relationship with GRPD is spectacular and we do not have a frequency of patron issues.

## **6. Public Comment**

Deandre Jones, Jump Ahead L3C, would like to bring e-sporting events to Grand Rapids and create economic growth for underserved communities. Jump Ahead L3C was created to empower and educate young adults in the Grand Rapids area.

## **7. Committee Member Comments**

Darius Quinn acknowledged Steve Jbara of the Grand Rapids Gold and encouraged all to attend a basketball game for an amazing experience. The basketball team is an amenity that the City needs to retain people.

## **8. Adjournment**

The meeting ended at 8:40 a.m.

RICHARD A. WINN  
CHAIRMAN

HON. ROSALYNN BLISS

MANDY BOLTER

M. SCOTT BOWEN

LEW CHAMBERLIN

BIRGIT M. KLOHS

MICHAEL B. VERHULST

## Memorandum

To: CAA Board Members

From: Richard MacKeigan, Executive Director

Date: October 3, 2023

Re: FY24 Capital Budget Amendment Request

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This Capital Budget Amendment Request includes a number of items designed to support the long-term success of the facilities.

### **Ballroom Lighting and Controls**

Originally approved capital request included a DeVos Place project to replace the ballroom lighting and controls. Due to anticipated event and vendor scheduling issues, this project was initially thought to take place over 3 years, broken down as \$2.1M for each of FY 23 and FY 24 and \$1.3M for FY25 for a total project cost of \$5.5M. Staff have asserted that acceleration of the project combined with guaranteed product rebates could provide for project completion for a total cost of \$5.2M by pulling the work and budget forward. Overall, this will result in a savings to the CAA of at least \$300k from the originally anticipated cost of the project. Additionally, while calculations have yet to be performed, staff is confident that a positive financial impact will result from the event revenue side for increased scheduling ability for the ballroom facility.

### **Food and Beverage Point of Sale (POS) System**

It was recently discovered that the Arena food and beverage POS system can no longer be supported by the hardware and software vendors. To avoid long lines at VAA it is recommended that a new system be purchased for approximately \$410k. Long term impact is expected to decrease average transaction time and increase food and beverage revenues.

### **Volleyball Court, Equipment and Installation**

As part of recent negotiations with the Grand Rapids Rise, a total investment of \$150k is required to prepare for the first season of professional volleyball at the Arena. Terms of the agreement include reimbursement to the facility for any



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MICHAEL B. VERHULST

unamortized costs related to the court, equipment and installation on a pro-rata basis over of the life of the agreement.

### **Westside Ballroom HVAC Emergency Repair**

This is to replace a bad actuator that services the perimeter of the Secchia Lobby. The equipment is located in a spot that will require the removal of panels. This request is for \$120K due to the labor necessary to remove/reinstall the panels.

### **Amphitheater Advance Closing Payment**

Pursuant to the Option Agreement to Purchase Real Estate from the City of Grand Rapids (the City) for the Amphitheater construction site, an Agreement Regarding Payment Terms and Closing Date was recently executed stipulating a \$5M Advance Closing Payment to be placed in an Escrow Account held by the CAA and dedicated to this purpose.

With all of these changes, we are requesting an amendment to the FY24 capital request totaling \$6,680,000.



**GRAND RAPIDS–KENT COUNTY  
CONVENTION/ARENA AUTHORITY**

**RESOLUTION AUTHORIZING AMPHITHEATER DONOR  
RECOGNITION POLICY**

Boardmember \_\_\_\_\_, supported by Boardmember \_\_\_\_\_, moved the adoption of the following resolution:

**WHEREAS**, the Grand Rapids-Kent County Convention/Arena Authority (the “CAA”) and the Grand Action Foundation 2.0 (“GA2.0”) entered into a Memorandum of Understanding dated August 5, 2022, pursuant to which the CAA and GA2.0 have worked together with the City and others toward the development, funding and construction of a public outdoor amphitheater to be located at, or in the vicinity of, 201 Market Avenue in the City (the “MOU”), and

**WHEREAS**, the MOU provides in pertinent part that GA2.0 shall establish or cause to be established a Donor Recognition Policy relating to the amphitheater (the “Policy”) which shall be mutually agreed to by the CAA and GA2.0; and

**WHEREAS**, together, authorized representatives of the CAA and GA2.0 have worked and continue to work together to develop a Donor Recognition Policy for use as fundraising efforts continue.

**NOW, THEREFORE, BE IT RESOLVED:**

1. That the Executive Director of the CAA is hereby authorized to finalize and agree to a Donor Recognition Policy, as anticipated in the MOU, in coordination with GA2.0, in a form approved as to substance by the Board Chair, and as to form by CAA legal counsel.

2. That all resolutions or parts of resolutions insofar as they conflict with the provisions of this resolution be and the same are rescinded.

YEAS: Boardmembers \_\_\_\_\_

\_\_\_\_\_

NAYS: Boardmembers \_\_\_\_\_

ABSTAIN: Boardmembers \_\_\_\_\_

ABSENT: Boardmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: October 6, 2023

\_\_\_\_\_  
Susan M. Waddell  
Administrative Manager/Recording Secretary

**CERTIFICATION**

I, the undersigned duly qualified and acting Administrative Manager of the Grand Rapids-Kent County Convention/Arena Authority (the "CAA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the CAA at a meeting held on October 6, 2023, and that public notice of said meeting was given pursuant to Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: October 6, 2023

\_\_\_\_\_  
Susan M. Waddell  
Administrative Manager/Recording Secretary



**GRAND RAPIDS-KENT COUNTY  
CONVENTION/ARENA AUTHORITY**

**RESOLUTION AUTHORIZING A THIRD MEMORANDUM OF  
UNDERSTANDING BETWEEN THE GRAND RAPIDS-KENT COUNTY  
CONVENTION/ARENA AUTHORITY AND THE GRAND ACTION  
FOUNDATION 2.0**

Boardmember \_\_\_\_\_, supported by Boardmember \_\_\_\_\_, moved  
the adoption of the following resolution:

**WHEREAS**, the Grand Rapids-Kent County Convention/Arena Authority (the “CAA”) is an authority created by the City of Grand Rapids (the “City”) and the County of Kent (the “County”) pursuant to Act 203 of the Public Acts of Michigan of 1999, as amended, for the purpose, in part, of the development and operation of certain facilities including sports facilities including a public outdoor stadium for soccer and other uses as permitted by Act 203; and

**WHEREAS**, GA2.0 is a 501c(3) organization and a Michigan nonprofit corporation formed for civic purposes including gaining private and public support for public facilities including a public outdoor amphitheater and soccer stadium; and

**WHEREAS**, the CAA and GA2.0 have been working together with the City, County and others toward the development, funding and construction of a public outdoor stadium (the “Stadium”); and

**WHEREAS**, the CAA and GA2.0 intend to enter into an MOU for the purpose of reaching agreements regarding the development, funding, construction, ownership and operation of the Stadium, contingent upon the CAA’s authority as set forth in the CAA’s Articles of Organization and Operating Agreement, as amended, and as may be amended; and

**WHEREAS**, the CAA and GA2.0 previously entered into an MOU for the purpose of reaching agreements regarding the development, funding, construction, ownership and operation of the Amphitheater (the “MOU”), and also previously entered an MOU for the purpose of reaching an agreement regarding the development of the parcels surrounding, and related to, the Amphitheater (the “Second MOU”); and

**WHEREAS**, the CAA and GA2.0 now intend to enter into a third MOU (the “Third MOU”) for the purpose of reaching an agreement regarding the development, funding, construction, ownership, and operation of the Soccer Stadium.

**RESOLVED:**

1. That the CAA determines to enter a Third Memorandum of Understanding with GA2.0 for the purpose of reaching an agreement regarding the development, funding, construction, ownership, and operation of the Soccer Stadium, and the Chairperson of the Board is authorized and directed to execute said agreement, in a form approved as to substance by the Board Chair, and as to form by CAA legal counsel, contingent upon the CAA’s authority as set forth in the CAA’s Articles of Organization and Operating Agreement, as amended, and as may be amended.

2. That all resolutions or parts of resolutions in conflict herewith shall be, and the same are hereby, rescinded.

YEAS: Boardmembers \_\_\_\_\_

\_\_\_\_\_

NAYS: Boardmembers \_\_\_\_\_

ABSTAIN: Boardmembers \_\_\_\_\_

ABSENT: Boardmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: October 6, 2023

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Susan M. Waddell  
Administrative Manager/Recording Secretary

**CERTIFICATION**

I, the undersigned duly qualified and acting Administrative Manager/Recording Secretary of the Grand Rapids-Kent County Convention/Arena Authority (the "CAA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the CAA Board at a regular meeting held on October 6, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: October 6, 2023

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Susan M. Waddell  
Administrative Manager/Recording Secretary

**GRAND RAPIDS-KENT COUNTY  
CONVENTION/ARENA AUTHORITY**

**RESOLUTION AUTHORIZING WRITTEN CONSENT OF A  
MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF  
GRAND RAPIDS AND THE GRAND ACTION FOUNDATION 2.0**

Boardmember \_\_\_\_\_, supported by Boardmember \_\_\_\_\_, moved the adoption of the following resolution:

**WHEREAS**, the Grand Rapids-Kent County Convention/Arena Authority (the “CAA”) is an authority created by the City of Grand Rapids (the “City”) and the County of Kent (the “County”) pursuant to Act 203 of the Public Acts of Michigan of 1999, as amended, for the purpose, in part, of the development and operation of certain facilities including entertainment facilities including a public outdoor amphitheater and other uses as permitted by Act 203; and

**WHEREAS**, GA2.0 is a 501c(3) organization and a Michigan nonprofit corporation formed for charitable and civic purposes including gaining private and public support for public facilities; and

**WHEREAS**, in connection therewith, GA 2.0 has been working with public and private interests toward the development, funding, and construction of an outdoor amphitheater to be located at 201 Market Avenue (the “Amphitheater”), which property currently houses certain City facilities and activities; and

**WHEREAS**, the City has been planning to transition its use of such property to other facilities and supports the use of 201 Market for the Amphitheater, and a portion of the activities currently conducted at 201 Market will be transitioned to temporary facilities at 201 Market as well as the City’s Wastewater Treatment Plant property located at 1300 Market; and

**WHEREAS**, the City and GA2.0 intend to enter into an MOU for the purpose of reaching agreement regarding the scope, schedule and budget associated with the construction and use of temporary facilities at 201 Market and 1300 Market while the City transitions and relocates its operations (the “Relocation MOU”); and

**WHEREAS**, the CAA and the City are parties to an Option Agreement to Purchase Real Estate involving the sale of 201 Market, which requires CAA, consent prior to the City entering into any agreement, lease, use, occupancy arrangement, easement or other agreement with respect to all or any portion of the property.

**RESOLVED:**

1. That the CAA authorizes its Board Chair to provide written consent to a Relocation MOU between the City and GA2.0, in a form approved as to substance by the Board Chair, and as to form by CAA legal counsel.

2. That all resolutions or parts of resolutions in conflict herewith shall be, and the same are hereby, rescinded.

YEAS: Boardmembers \_\_\_\_\_  
\_\_\_\_\_

NAYS: Boardmembers \_\_\_\_\_

ABSTAIN: Boardmembers \_\_\_\_\_

ABSENT: Boardmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: October 6, 2023

\_\_\_\_\_  
Susan M. Waddell  
Administrative Manager/Recording Secretary

## **CERTIFICATION**

I, the undersigned duly qualified and acting Administrative Manager/Recording Secretary of the Grand Rapids-Kent County Convention/Arena Authority (the "CAA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the CAA Board at a regular meeting held on October 6, 2023, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: October 6, 2023

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