

## Agenda

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### Operations Committee

**Friday, January 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                       | Richard Winn      |
| 2. | Minutes of October 7, 2022          | Action            |
| 3. | Marketing Report from ASM Global    | Hilarie Carpenter |
| 4. | Report from Experience Grand Rapids | Mary Manier       |
| 5. | Report from ASM Global              | Rich MacKeigan    |
| 6. | Public Comment                      |                   |
| 7. | Committee Member Comments           |                   |
| 8. | 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 7, 2022**

**1. Call to Order**

Committee Chair Lew Chamberlin called the meeting to order at 8:07 a.m.

Attendance:

Members Present: Lew Chamberlin, Chairperson  
Rosalynn Bliss  
M. Scott Bowen  
Jim Conner  
Glenn Del Vecchio  
Mike Verhulst

Members Absent: Mandy Bolter  
Peter D'Arienzo  
Al Jano  
Birgit Klohs  
Darius Quinn  
John Van Fossen  
Richard Winn

Staff/Others:	Andrea Anderson	City of Grand Rapids
	Dawn Baker	ShowSpan
	Omar Cuevas	Grand Rapids Chamber/CIG Co-Chair
	Eric DeLong	City of Grand Rapids
	Scott Gorsline	DP Fox
	Mark Hodges	Grand Rapids ComicCon
	Steve Jbara	Grand Rapids Gold
	Hayden Johnson	ASM Global
	Andy Kursch	ASM Global
	Chris Machuta	ASM Global
	Rich MacKeigan	ASM Global
	Mary Manier	Experience Grand Rapids
	Jackie Morse	ASM Global
	Jay Preston	Ernst & Young
	Lindsey Ruffin	ShowSpan
	Laura Scott	ShowSpan
	Monica Sparks	Kent County Commissioner
	Eddie Tadlock	ASM Global
	Brad Thomas	Progressive AE
	Charlotte Touchette	Charlotte Touchette Gourmet Coffee Cakes
	John Van Houten	Progressive AE
	Susan Waddell	CAA
	John Weiss	Dickinson Wright
	Mike Wilbraham	ShowSpan
	Jessica Wood	Dickinson Wright

## **2. Welcome & Introduction of New CAA Board Member**

Chair Chamberlin welcomed and introduced Mike Verhulst, new CAA Board member. Mike is the Executive Vice President of Strategic Growth for Acrisure Benefits Group. Prior to this position, Mike served as Vice President of Rockford Construction for over four years, Vice President of Business Development and Community Relations for Wolverine Building Group for over three years, and President-Owner of Summit Landscape Management, Inc. for 16 years. Verhulst also serves on many community boards. Mike stated that he is excited to work with the CAA Board for the continued success of the venues.

## **3. Minutes of March 30, 2022**

*Motion by Bowen, support by Bliss, to approve the March 30, 2022, minutes. Motion carried.*

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

Dawn Baker announced that the 15<sup>th</sup> annual International Wine, Beer & Food Festival will be held Friday and Saturday, November 18 and 19. Mike Wilbraham provided an economic update, stating that attendance is expected to be strong based on other ShowSpan public shows this season. There will be a slight decrease in the number of exhibitors, as they are struggling with staffing and volunteers. The Festival has been recognized by Forbes as one of the “best fall wine festivals in North America you want to miss,” and by Best Things Michigan as one of “the 8 best fall festivals in Michigan.” Community endeavors include the Meijer supplier diversity sponsorship, People First & DGRI collaboration, four beer companies from Sister City Zapopan, Mexico, and collaboration with Experience GR for restaurant week. Volunteers are the backbone of the Festival and are now referred to as Festival Ambassadors. Over \$60,000 given annually to local universities, school groups, and nonprofits for their volunteer services. New presenters will be featured on the Meijer Food Stage: Chef Trimmel Hawkins, Gina Ferwerda, Chef Jeff Gordon, and a chef from Michigan Great, Michigan Grown. Because of Covid protocols, tasting sessions were excluded last year but will be back. More musicians and more performance times are scheduled throughout the Festival. Digital ticketing is here to stay, as it is easy, accurate, and saves on staffing. The Festival has a strong social media presence on Facebook, Instagram, and TikTok.

## **5. ASM Global Operations Report**

Mr. Tadlock presented an update on operations at the venues. The Arena basketball court was refinished in September. The court was stripped to bare wood, sealed, painted, and coated. Staff is working with a select number of venue security directors and managers, as well as the corporate VP of security, on the creation of a Risk Assessment/Threat level tool that will be used for all events during the booking process. Roll out is estimated at the beginning of 2023. As part of the VenueShield program, ASM Global and Clorox have created a partnership to make Clorox the preferred supplier of several disinfection products. ASM Grand Rapids was part a group of Tier 1 venues chosen to roll out the program. Products provided by Clorox (and still procured from a local vendor) include 360 disinfecting spray, hand sanitizer stations, and disinfecting wipes. Staff at the Arena are getting ready for hockey and basketball season. Ice was made for the hockey season this week. Scoreboard upgrades are in process to include basketball scoring features and GR Gold representation. The DeVos Place® parking ramp has been re-striped and staff is working on a skywalk wayfinding system. DeVos Place® hosted 49 artists during ArtPrize and boasts five winners in the following categories: artist to artist; visitor favorite; Artiste Latina; juried award; and Asian art award.

**6. Report from Experience Grand Rapids**

Ms. Manier provided an overview of the CVB's sales activities and marketing efforts for September 2022. Sales team was on the road and attended client events and meetings in Detroit and Washington, D.C. Staff hosted 10 Grand Rapids site tours and 18 planners from Washington, D.C., for the VIP Grand Experience Fam.

**7. Report from ASM Global**

Mr. MacKeigan stated that all three venues are busy with activity.

**8. Public Comment**

Mario Rodriguez, Soldadera Coffee, expressed his gratitude to be featured at the International Wine, Beer & Food Festival.

**9. Committee Member Comments**

None.

**10. Adjournment**

The meeting adjourned at 9:10 a.m.