

Agenda

Operations Committee

Friday, March 3, 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, and January 6, 2023 | Action |
| 3. | Operations Report from ASM Global | Eddie Tadlock |
| 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, JANUARY 6, 2023**

1. Call to Order

Richard Winn, in the absence of Committee Chair Lew Chamberlin, called the meeting to order at 8:05a. Because of a miscommunication regarding the meeting’s start time, a quorum of members was not present. Therefore, no actions were taken.

Attendance:

Members Present: Richard Winn, Acting Chair
M. Scott Bowen
Glenn Del Vecchio
Al Jano
Birgit Klohs

Members Absent: Rosalynn Bliss
Mandy Bolter
Lew Chamberlin
Jim Conner
Peter D’Arienzo
Darius Quinn
John Van Fossen
Mike Verhulst

Staff/Others:	Kathy Bart	ASM Global
	Hilarie Carpenter	ASM Global
	Scott Gorsline	DP Fox
	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
	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 October 7, 2022

No action was taken on the October 7, 2022, meeting minutes.

3. ASM Global Marketing Report

Hilarie Carpenter’s marketing report focused on community involvement. In November, ASM Global launched its first Global Month of Giving that provided team members opportunities to volunteer and engage in local community initiatives. Marking its one-year anniversary, ASM Global Acts is a corporate sustainability and equity program that emphasizes action over words. The three pillars of the program include: protect the environment, invest in people, and strengthen our communities. Ms. Carpenter reviewed activities of the past year that supported community involvement. The Elton John farewell tour occurred in April 2022, at the Van Andel Arena®. The ASM marketing department worked with Grand Valley State University writing students to prepare works inspired by Elton John. A selection of works was displayed backstage to welcome Elton to Grand Rapids. Also posted backstage on yellow bricks, were thank you messages that were collected from the community. Pitbull, an untiring advocate for education, performed at the Arena in August 2022. ASM partnered with the Hispanic Center for a school supplies drive, which were donated to the Grand Rapids Public Schools, the Hispanic Center’s La Escuelita pre-school programs, and Cherry Health-Heart of the City pediatrics. The Arena hosted Koe Wetzel & Jelly Roll in November 2022. Jelly Roll is an advocate of youth correction and has partnered with youth mentoring organizations for years. Custom cups were sold at the concessions and bars, with \$1.00 per cup donated to the Boys & Girls Club of Grand Rapids. A total of \$805 was raised and the leftover cups were donated. In 2022, 204 tickets, with a value of \$17,532, were donated to local nonprofit agencies. As a thank you gift to performing artists, donations are made in their names to local charities. In 2022, that amount totaled \$28,250. *Pollstar* is an industry publication that recognized the hard work and dedication of 50 industry professionals. ASM Grand Rapids donated \$2,500 to Kids’ Food Basket, representing \$50 on behalf of each recognized person. Each person was sent a digital certification of donation to recognize the honor. Louis Messina of Messina Touring Group celebrated his 50th anniversary in the industry. Louis Messina is a supporter and advocate for Dell Children’s Hospital in Austin, and, as a congratulatory gesture, ASM donated \$1,000 to Dell hospital and \$100 to a children’s hospital in each of the other 49 states. ASM presented Louis Messina a framed US map with a photo of the hospital in each state. All three venues hosted student tours throughout the year for a behind-the-scenes look at operations. SAVOR, the caterer for the Arena, donated a total of \$926,683 to 24 local nonprofits, between January-November 2022. SAVOR held a cooking demonstration for Urbandale Elementary School, provided Safe Haven Ministries with Christmas Day meals and gifts. SAVOR utilizes the goods and services of many local vendors, including Mosby’s Popcorn, Anu Sushi, Valley City Linen, Happy Farms, and Juices by Elaine.

4. Report from Experience Grand Rapids

Ms. Manier provided an overview of the CVB’s sales activities and marketing efforts for December 2022. Staff hosted two site visits and three groups to pre-plan their events for 2023. The sales team is gearing up for short-, medium-, and long-term business opportunities.

5. Report from ASM Global

Mr. MacKeigan reviewed the event calendars through the end of the fiscal year.

6. Public Comment

None.

7. Conclusion

The meeting ended at 8:30 a.m.