

Agenda

Operations Committee

Friday, October 7, 2022

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. | Welcome & Introduce New CAA Member, Michael B. Verhulst | Lew Chamberlin |
| 3. | Minutes of March 30, 2022 | Action |
| 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. | Report from ASM Global | Rich MacKeigan |
| 8. | Public Comment | |
| 9. | Committee Member Comments | |
| 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
WEDNESDAY, MARCH 30, 2022**

1. Call to Order

Committee Chair Lew Chamberlin called the meeting to order at 9:00 a.m. Mr. Winn requested a moment of silence in memory of CAA Board Member, Floyd Wilson, Jr., who passed away recently. Floyd will be remembered as a devoted community leader and man of faith, family, and friendship.

Attendance:

Members Present: Lew Chamberlin, Chairperson
 Rosalynn Bliss
 Mandy Bolter
 M. Scott Bowen
 Peter D'Arienzo
 Glenn Del Vecchio
 Al Jano
 Richard Winn

Members Absent: Jim Conner
 Birgit Klohs
 Darius Quinn
 John Van Fossen

Staff/Others: Andrea Anderson City of Grand Rapids
 Kathy Bart ASM Global
 Hilarie Carpenter ASM Global
 Eric DeLong City of Grand Rapids
 Meghan Distel Broadway Grand Rapids
 Scott Gorsline DP Fox
 Tim Gortsema Grand Rapids Griffins
 Jennifer Kasper City of Grand Rapids
 Andy Kursch ASM Global
 Chris Machuta ASM Global
 Mary Manier Experience Grand Rapids
 Cheri McConomy McConomy Properties, LLC
 Brian McVicar *MLive/Grand Rapids Press*
 Jackie Morse ASM Global
 Jon Nunn Grand Action 2.0
 Dominic Salinas City of 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
 Jessica Wood Dickinson Wright

2. Minutes of January 14, 2022

Motion by Bliss, support by Jano, to approve the January 14, 2022, minutes. Motion carried.

3. ASM Global Operations Report

Mr. Tadlock presented an update on security and COVID protocols at the venues. Since each artist has a different code of behavior, changes occur daily. Staff is handling the adjustments admirably. Thermal, touchless screening technology has been installed so that patron is able to walk through the metal detectors with no physical contact. A diversity, equity, and inclusion assessment was conducted by the Grand Rapids Chamber regarding ASM hiring practices. The evaluation recommended implicit bias training for new staff members. Current employees attended the training via ZOOM virtual classes. The marketing team has been busy creating backstage experiences for the artists (e.g., St. Patrick's festivities at the REBA concert on March 17). ASM is intentional about seeking minority-owned vendors, and Mr. Tadlock provided a summary of spending with these businesses. ASM Global has launched a new corporate social responsibility platform, ASM Acts. Goals of ASM Acts include protect the environment, invest in people, and strengthen our communities.

4. Report from Experience Grand Rapids

Ms. Manier provided an overview of the CVB's sales activities and marketing efforts for March 2022. Sales staff attended client events and meetings in Washington, D.C. Staff hosted two Grand Rapids site visits and three planning meetings for future events. The National Forum for Black Public Administrators is currently at DeVos Place® for its annual conference.

5. Resolution Authorizing the Exercise of an Option to Purchase Property

Mr. MacKeigan recommended that the Operations Committee support CAA Board approval of a Resolution Authorizing the Exercise of the Option to Purchase a Portion of City-Owned Property at 201 Market Avenue, SW, Pursuant to the Terms and Conditions of an Option Agreement to Purchase Real Estate with the City of Grand Rapids. Pursuant to the "reserve powers" in the CAA Article of Organization, both the City of Grand Rapids and Kent County have provided prior approval.

Motion by Del Vecchio, support by Jano, to recommend CAA Board approval of the Resolution Authorizing the Exercise of the Option to Purchase a Portion of City-Owned Property at 201 Market Avenue, SW, Pursuant to the Terms and Conditions of an Option Agreement to Purchase Real Estate with the City of Grand Rapids. Motion carried.

Mr. MacKeigan recommended that the Operations Committee support CAA Board approval of a Resolution Authorizing Preliminary Discussions and Negotiations Relating to 20 Monroe Live. Pursuant to the "reserve powers" in the CAA Article of Organization, both the City of Grand Rapids and Kent County have provided prior approval.

Motion by Bliss, support by Del Vecchio, to recommend CAA Board approval of a Resolution Authorizing Preliminary Discussions and Negotiations Relating to 20 Monroe Live. Motion carried.

Ms. Bolter asked whether approving the resolution would preclude ASM from looking at potential partners in the future. Mr. MacKeigan responded that the management agreement contains a radius clause and ASM would need CAA prior approval. If given CAA approval, ASM may be interested.

6. Report from ASM Global

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

7. Public Comment

None.

8. Committee Member Comments

Ms. Bolter thanked Mr. MacKeigan for his explanation that other organizations may approach him and/or the CAA regarding additional opportunities.

9. Adjournment

The meeting adjourned at 9:50 a.m.