Minutes from the

CONVENTION FACILITIES ADVISORY BOARD

August 10, 2023
Calvin L. Rampton Salt Palace Convention Center
Salt Palace Convention Center- Administrative Boardroom

Participant	**Representing**		**Participant**	**Representing**	
Kaitlin Eskelson	President VSL	X	Jeff Gwilliam	Rep SLCo Arts	X
Scott George	Hospitality Rep	X	Steve Fukumitsu	Community Rep	X
Cyndi Sharkey	Sandy City Govt.	X	Dan Hayes	SMG/ASM - GM	X
Laurie Stringham	SLCo Council Member	X	Bart Allen	SMG/ASM – Asst. GM	X
Vicki Varela	State of Utah	X	Rick Medina	SMG/ASM – MAEC Facility Director	X
Taylor Vriens	Facility Stakeholder	X	Nikki Taylor	SMG/ASM – Director of Sales	X
Brandon Beckstead	Facility Stakeholder	X	Jed Hansen	SMG/ASM – Director of Events	X
Scott Phillips	Facility Stakeholder	X	Courtney Strong	SMG/ASM – Asst Director of Events	X
Brittani Forbush	Community Rep	X	Heidi Baird	SMG/ASM – Director of Event Technology	X
Garrett Parker	Hospitality Rep	X	Josh Ambrose	SMG/ASM – Director of Finance	X
Pina Purpero	Hospitality Rep	X	Scott White	SMG/ASM – Regional Director of Security	-
Craig Wangsgard	Atty – SLCo DAs Office	X	Trish Beagley	Communications Manager/Board Coord.	X
Erin Litvack	SLCo Deputy Mayor	X	-	-	

Call to Order 9:03 AM- (Dan Hayes, GM, ASM)- Welcome and thank you for your interest and for joining us. Announced we will change the order of the agenda. Quick roll call and introductions around the room.

1. **Public Meeting Training (**Presented by Craig Wangsgard, SLCo- Atty DAs Office)

- Open & Public Meetings Acts-
    - High level overview of the purpose of doing the Government's business - open and available to the public.

* Note (not discussed during meeting - applies to Public Meeting Act Training/board process) - All the notifications for CFAB are done by Trish Beagley (Board Coordinator) and will be posted to the State Public Notice Website, including minutes and recordings. Target for notification is one week before the meeting occurs. Changes to the agenda can be made 24 hours before the meeting. A draft of minutes will be posted withing three business days, and final minutes will be posted after approved by the board at the following board meeting.

2. **Set Board Meeting Expectations and management overview** (Presented by Dan Hayes)

- Today's meeting was scheduled for one hour as the agenda is mainly targeted for administrative business with only one call to action - elect Chair and Vice Chair. That amount of time will be insufficient for time we will want to meet moving forward.
- Board members should have received a shared folder containing supporting documents including bi-laws, and CFAB Quarterly report. Quarterly reports will be sent a week in advance. If you have any suggestions about what you want to see, we will certainly try to adapt for you. We will not typically cover the report in depth during the meeting as it is sent in advance to allow time to review prior to the meeting.
- This board has an obligation to meet on a quarterly basis. As we restart the board, we may need to meet more than quarterly and that can be discussed after officials are elected.
- The purpose of the board is to act in an advisory capacity for the SLCo Mayor and private management company (SMG/ASM).
- SMG/ASM has been contracted with SLCo since 1990. In 2019 a merger occurred between SMG and AEG and formed ASM Global. We do have a doing business as name as SMG. ASM Global is the industry brand which will be referenced often.
- Common discussion topics are policy & procedures, booking rates, capital projects, budgets, and future planning.
- Open to comments and other topics.
- Announced new positions in the organization.

3. **Management Update** (Presented by Dan Hayes)

- ASM Global-contracted w/ SLCo through December 2025. We are in the second option of the contract. Expect the management contract to be sent through an RFP process.
- ASM Global will be hosting their 2023 Convention Center Executives Meeting at the Salt Palace Convention Center August 14-16, 2023. 175 executives, general managers, AGMs, and Finance Directors will be in town.
- New local leadership positions were added to the team.
- Continue to restore staffing to pre-COVID levels.
- Reviewed Revenue and Expenses
    - SPCC Revenue - Forecasted to be slightly above budgeted number. We have rebounded slightly faster than most destinations since covid. We believe how we operated during Covid has helped

with the rebound.

- SPCC Expenses – Forecasted slightly above budget - Things have gotten more expensive. Staffing, building maintenance and utilities (natural gas) are the reason for higher expenses.
- MAEC Revenue – We are flirting with 2019 revenue level. Interesting dynamics – different market than SPCC, as it's mainly a regional and public show venue vs. closed transient room tax (TRT) show that occurs at SPCC. MAEC event numbers are strong, and attendance has had a faster recovery than SPCC. Revenue is not as strong because contracted shows have decreased in size mainly from an exhibitor perspective.
- MAEC Expense – Rick, Facility Director, is excellent at managing expenses. It's a younger venue which the general building maintenance isn't the same amount of growth as SPCC. It is aging though as it's approx. twenty-five years old so some of those capital projects will come up.
- Any questions?
  - Question - Cyndi Sharkey: Is there hope that the MAEC will begin attracting TRT business? Is MAEC designed to attract closed TRT events or is that not the designer expectation?
  - Response - Dan Hayes: MAEC was originally created as a relief valve/overflow for SPCC. Since that time strategic changes have occurred. VSL/CVB approached regarding sports events which has led us to get into the TRT model at MAEC. In the last 18 to 24 months discussions have been had around how to do more TRT business at the Expo center. The booking policy has been changed so VSL now has the right to look into MAEC in our booking system to encourage more TRT growth, and it is helping us move in a positive direction. Public shows bring in more rent than TRT shows.
  - Question - Cyndi Sharkey: Are exhibitors holding back, still weighing if we are out of covid or are we not attracting as many attendees which is why they aren't taking up as much space?
  - Response – Dan Hayes: Varies from show to show or event to event. Gave example of International Sportsman's expo which is typically held at MAEC and is normally a full facility show. They normally secure international exhibitors for their events. During covid that went away, and a number of those international companies went out of business. In that example the exhibitor base has been negatively affected but will come back.
  - Response – Brandon Beckstead - Shows have also decreased in size at SPCC. Down 100 exhibitors and knows it will take time and estimates it will be back up within three years.
  - Response – Scott Phillip: The Salt Lake Off Road show had the largest attendance this year even though they only experienced 20% YOY growth as compared to 40% YOY growth in all previous years.

4. CFAB Chair(s) Election

- Dan Hayes- Need to nominate chairperson(s). Chair & Vice Chair. We provide operational and administrative support. Each position is for a twelve-month term. One year extension can be had. Typically, we meet two to three weeks in advance of the next meeting to set the agenda then we will create an agenda and provide admin support to the chairperson(s).

- <u>Volunteers for Chairperson(s):</u>
  - Brandon Beckstead

- Taylor Vriens

Motion to approve to serve Brandon Beckstead as Chair and Taylor Vriens to serve as Vice Chair

- Motion Put Forward: *Erin Litvak, Board Member*
- Second: *Jeff Gwilliam, Board Member*

Motion approved by the board.

- Brandon Beckstead, Chair and Taylor Vriens, Vice Chair
  - Meeting cadence – Quarterly basis but some topics may require us to meet more often.

5. **Future Agenda Topics**

- Campus Updates – Connection points are generally utilities and would include Abravanel Hall and UMOCA. Potential to have cross engagement between attendee bases.
  - East side and West side collaboration expansion opportunity to reengage connectivity with neighbors and community while improving SPCC for our clients and community.
  - Clarity into the future of SPCC and MAEC potential expansions
- Competitive Set Analysis
- Capital Maintenance/Projects
  - Budgets
- Booking Policy and Strategy
  - Collaboration between VSL and both facilities
- Economic Impact of Facilities

6. **Next Meeting-**

- Will be targeted for October.

7. **Review of Public Comments**

- No public community members attended online or in person. No comments received.

Call to Adjourn, *Scott George, Board Member*

Meeting adjourned – 10:11 AM