

Minutes from the
CONVENTION FACILITIES ADVISORY BOARD

May 30, 2024
Salt Palace Convention Center - Executive 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
Laurie Stringham	SLCo Council Member	X	Dan Hayes	ASM - GM	X
Vicki Varela	State of Utah	X	Bart Allen	ASM – Asst. GM	X
Brandon Beckstead	Chair/Facility Stakeholder	X	Rick Medina	ASM – MAEC Facility Director	X
Taylor Vriens	Vice Chair/Facility Stakeholder	X	Nikki Taylor	SMG/ASM – Director of Sales	X
Scott Phillips	Facility Stakeholder	-	Jed Hansen	ASM – Director of Events	X
Brittani Forbush	Community Rep	X	Courtney Strong	ASM – Asst Director of Events	X
Garrett Parker	Hospitality Rep	X	Heidi Baird	ASM – Director of Event Technology	X
Pina Purpero	Hospitality Rep	X	Josh Ambrose	ASM – Director of Finance	X
Craig Wangsgard	Atty – SLCo DAs Office	-	Scott White	ASM – Regional Director of Security	X
Erin Litvack	SLCo Deputy Mayor	X	Trish Beagley	ASM Communications Manager/Board Coord.	X
Katherine Fife	SLCo Associate Deputy Mayor	X	Matt Hansen	Sodexo Live!/GM	X
Cydni Sharkey	Sandy City Rep	X			

1. Call to Order 9:04 AM (Brandon Beckstead)
2. Approval of Minutes from Oct 26, 2023 & Jan 25, 2024 Meeting (Action Required)
 - a. Board approved meeting minutes for Oct 2023 and Jan 2024.

3. YTD Financial Review (Josh Ambrose)

- a. Salt Palace Revenue – Actual vs. Budget Performance
 - i. Jan-April 2024 YTD Actual Revenue of **\$5,441,706** outperformed budgeted expectations of \$5,158,604
- b. Salt Palace Costs – Actual vs. Budget performance
 - i. Jan-April 2024 YTD Actual Expenses of **\$5,444,613** underperformed budgeted expectations of \$5,712,343
- c. Salt Palace - Largest Single Event Building Square Foot YTD Actuals
 - i. Western Hunting Expo & Conference
 - 1. 683,780 – Building sq ft.
 - ii. 2024 Show Down (USA Volleyball)
 - 1. 541,100 – Building sq ft.
 - iii. Rootstech
 - 1. 535,800 – Building sq ft.
 - iv. SOT
 - 1. 466,560 – Building sq ft.
 - v. American Farm Bureau Federation
 - 1. 456,680 – Building sq ft.
- d. Mountain America Expo Revenue – Actual vs. Budget Performance
 - i. Jan-April 2024 YTD Actual Revenue of **\$2,829,278** outperformed budgeted expectations of \$2,342,209
- e. Mountain America Expo Costs – Actual vs. Budget performance
 - i. Jan-April 2024 YTD Actual Expenses of **\$1,901,886** overspent budgeted expectations of \$1,774,192
- f. Mountain America Expo - Largest Single Event Building Square Foot YTD Actuals
 - i. Utah Auto Expo
 - 1. 258,000 – Building sq ft.
 - ii. Boat Show
 - 1. 258,000 – Building sq ft.
 - iii. RV Show
 - 1. 258,000 – Building sq ft.
 - iv. Home Show
 - 1. 258,000 – Building sq ft.
 - v. Fitcon
 - 1. 258,000 – Building sq ft.

4. Flip the Strip (Rick Medina)

- a. Salt Lake County is leading by example by allocating \$2 million in American Rescue Plan Act (ARPA) funding to support efforts in retrofitting park strips to waterwise landscaping. This initiative, also known as "flipping your strip" aims to reduce water use and promote drought-tolerant localscapes.
- b. To increase countywide water conservation efforts, Salt Lake County broke ground at Mountain America Expo Center, a Salt Lake County facility in Sandy, on May 16th to replace sections of grass turf with water-wise landscaping using native plant materials and practices that complement Utah's unique climate.

- c. Combined, the selected five Salt Lake County facilities represent four acres (177,860 square feet) of landscape conversion, saving approximately four million gallons of water a year when completed.
- 5. Battery Powered Electric Outlets (Bart Allen)
 - a. **Ryobi power inverter - UL listed** (not all models, but some.)
 - i. UL listed provides some level of safety.
 - ii. It uses a lithium battery, which creates a small risk of fire.
 - iii. **What we've noticed:**
 - 1. Some exhibitors use our outlets to charge their devices overnight without paying for the power, which, more importantly, creates a fire risk.
 - b. **DIY Power Stations**
 - i. Not UL listed so it has no safety standard or testing.
 - ii. It uses a lead-acid battery that releases hydrogen during operation, posing an explosive hazard.
 - iii. **What we've noticed:**
 - 1. Some exhibitors bring battery chargers and use our outlets to charge their devices overnight without paying for the power, which, more importantly, creates a fire risk.
 - c. Recent Event Observations:
 - i. MAEC—At the Rocky Mountain Gun Show, 25% of exhibitors were found to be using these devices. The event was also selling units to exhibitors at the show office, further highlighting the need for immediate action.
 - ii. SPCC—Thirteen exhibitors at the Bridal Show were found using these devices. Five of the thirteen exhibitors used the lead-acid DIY models.
 - d. Recommendation:
 - i. We recommend a policy restricting the use of these devices.
 - ii. For safety reasons, the lead-acid battery DIY model should be eliminated altogether.
 - iii. We also would like to restrict the use of commercially made units to those with the Underwriters laboratory seal.
 - e. We will provide the board with a suggested policy including a visuals document via email.
- 6. Operation Improvements (Josh Ambrose)
 - a. Reviewed timeline for Salt Palace and Mountain America system transformation.
 - b. New systems being Implemented
 - i. Microsoft Dynamics - D365 Finance and Operations
 - ii. Proactis (ASM Global – The Hub)
 - iii. Momentus Enterprise
 - iv. Workday
 - v. DOMO – Business intelligence & reporting

7. Sports Entertainment Culture Convention District (Dan Hayes & Erin Litvack)
 - a. Spoke to the legislation that was passed that allows the creation of a sports and entertainment district with a tax increase in Salt Lake City.
 - i. Legislation gives a deadline of Sept 1st of 2024 for Salt Lake City to vote on the creation of that district and enforce that tax increase.
 - b. Several public meetings are happening, and the mayor and team including SEG are speaking to as many stakeholders as possible.
 - c. If Salt Lake City votes not to implement the sales taxes this conversation around SECCD is most likely over.
 - d. If the Salt Lake City votes to implement tax the mayor and team will work closely with legislative leadership, the governor's office, and others will work together to understand the funding short fall that relates to making SECCD and come up with a funding plan that is aligned to make the district happen.
 - e. Reviewed a map of downtown
 - i. Talked about options being discussed and neighbors and businesses that would be impacted.
 - ii. Discussed the vision and options being considered regarding how the Salt Palace would be impacted, and possible transformation to increase event bookings.
 - iii. Discussed considerations and discussion that have happened are happening regarding Abravanel hall and UMOCA.
 - iv. Lots of decisions are yet to be made. There is currently not a funding source to solve for considerations discussed regarding SPCC, UMOCA and Abravanel.
 - v. The Salt Lake County office is focused on being inclusive and collaborating with the focus on "building back better".
8. Moments of Celebration (Trisha Beagley)
 - a. Earth Day Service Project - To Celebrate Earth Day, our team had the opportunity to plant trees at the Regional Athletic Complex. Employees at both venues joined Salt Lake City Department of Public Lands and other community volunteers for a combined Earth Day and Arbor Day celebration to plant more than 250 trees at the Regional Athletic Complex in Rose Park on Monday.
 - b. Recognition of 2024 Interns – We had an intern for the Finance, Communications and Event Technology department successfully complete our intern program. The Communications intern earned Internship of the Year Award from the University of Utah.
 - c. The Salt Palace Convention Center has advanced to the Finalist Round in the 2024 Stella Awards from Northstar Meetings Group. *More than 8,000 meeting industry professionals voted* to recognize our convention center as one of the best. Thank you to everyone who voted. We will find out if we were selected in October.
9. Review of Public Comments. The Salt Lake County Convention Facilities Advisory Board (CFAB) will accept public comment in the following formats: Written comments may be submitted to the Salt Palace Convention Center SMG Administration Office, 100 South West Temple, Salt Lake City, UT 84101 no later than two hours prior to the meeting start time on the

day of the meeting. Verbal comments of three minutes or less will be accepted at the CFAB meeting.

- a. No public verbal or verbal comments were provided.

10.10. Upcoming Meetings: TBD

- a. We will reach out to the board to determine the Q3 meeting date.
- b. The Q4 meeting will take place on Oct 24, 2024.

11. Meeting adjourned at 10:54 AM.