

**DRAFT Minutes from the
CONVENTION FACILITIES ADVISORY BOARD**

September 26, 2024
Mountain America Expo 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	-
Laurie Stringham	SLCo Council Member	x	Dan Hayes	ASM - GM	x
Vicki Varela	State of Utah	-	Bart Allen	ASM – Asst. GM	x
Brandon Beckstead	Chair/Facility Stakeholder	x	Rick Medina	ASM – MAEC Facility Director	-
Taylor Vriens	Vice Chair/Facility Stakeholder	x	Nikki Taylor	SMG/ASM – Director of Sales	x
Scott Phillips	Facility Stakeholder	x	Jed Hansen	ASM – Director of Events	-
Brittani Forbush	Community Rep	x	Courtney Strong	ASM – Asst Director of Events	-
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	Jordan White	ASM Communications Manager/Board Coord.	x

1. Call to Order 9:00 AM (Brandon Beckstead)

2. Review of Public Comments

- a. No public comments were provided

3. Approval of Minutes from Sept 26, 24 Meeting (Action Required)

- a. Board approved meeting minutes from the May 30th, 2024, meeting.

4. Public Comment Policy Adoption

- a. In compliance with Salt Lake County Ordinance 2.08.120, the Convention Facility Advisory Board adopts the following policies and procedures by which the public may provide verbal and written comments.
 - i. The Board shall publish on the Utah Public Notice website, instructions on how members of the public may provide public comments during Board meetings.
 - ii. Public comments will be heard at the beginning of each meeting.
 - iii. Attendees wishing to comment must identify themselves by first and last name and indicate their city of residence.
 - iv. Verbal public comments are limited to three minutes. The Chair may interrupt and end participation of any speaker exceeding this time limit.
 - v. Written comments must be submitted prior to the start of a meeting. Written public comments must contain the first and last name and city of residence of the person submitting the comments.
 - vi. Written public comments may not exceed 500 words and will be distributed to each Board member at the start of the meeting immediately prior to the time allotted for verbal public comments. Written comments will be attached to the minutes of the meeting.
 - vii. Comments must be related to the authority of the Board. Any comments not related to the authority of the Board, or which contain abusive, derogatory or inflammatory language will not be allowed. The Chair will explain the reason comments were omitted on the record.
- b. The Board voted to adopt the Public Comment Policy as indicated in the presentation. There were no objections to this policy.

5. 2024 YTD Performance

- Financials & Sales & Event Highlights (Josh Ambrose & Nikki Taylor)
 - i. Josh reviewed YTD revenue and expenses as well as 2025 expense projections.
 - 1. Both properties are trending much the same as they did last year.

2. Josh emphasized that Salt Palace earns much more from food and beverage sales through catering, while Mountain America's largest revenue source is from event space rentals.
3. Josh also provided additional details about new parking contracts and new branding invoicing in his presentation.
4. Taylor Vriens commented that costs for new branding opportunities could be run through contractors for the properties.
5. Additional financial details Josh highlighted can be found in the attached presentation.
- ii. Nikki spoke to individual events that were highlighted in the financial overview.
 1. Details on these events can be found in the attached presentation.
- Sustainability Initiatives and Recognition (Dan Hayes)
 - i. Dan presented that the Salt Palace has been working with ASM's sustainability partner Honeycomb Strategies to review options for additional and continuing sustainability certifications for the property.
 - ii. LEED, Events Industry Council, WELL, and GBAC Certifications were all brought up in the meeting as potential options for certification.
 - iii. Dan noted that the Salt Palace has already received LEED new construction certification for part of the Salt Palace, as well as maintaining GBAC certification.
 - iv. Dan also noted two award recognitions for the Salt Palace.
6. Objectives & Key Results Cascade (Trisha Beagley)
 - a. Trisha presented the vision of the ASM Global Objectives and Key Results Cascade as follows: As the world's premier convention and exposition destination, we set the benchmark for excellence through unreasonable hospitality. As dream weavers, we craft unforgettable experiences that inspire and captivate, ensuring the Salt Palace Convention Center and Mountain America Exposition Center shine as leading global destinations for events and conventions.
 - b. She mentioned both properties being trained to be utilizing Will Guidara's concept of "unreasonable hospitality."
 - c. All departments at both venues will set goals around the same three objectives developed in partnership with VSL.
7. Upcoming Meetings
 - Oct meeting Cancelled
 - We will reach out to the board to determine the next meeting date.

- Dan opened the floor to all board members for comments.
 - i. Scott Phillips, facility stakeholder, shared his thoughts on financials presented from an exhibitor perspective.
 - ii. Cyndi Sharkey, Sandy City Representative, asked about if there were possible expansion plans at Mountain America Expo Center and how those plans may relate to Smith Entertainment Group's future with both the downtown Sports and Entertainment District and their recent acquisition of the South Towne Mall retail properties, regarding transportation planning for Sandy city.
 - iii. Dan Hayes and Erin Litvack both stated that they had not been presented a definitive plan for what will be done with the Salt Palace regarding demolition and reconstruction
 - iv. They both agreed that Mountain America Expo Center would not be affected by any future developments at the Salt Palace.

8. Meeting adjourned at 11:19 AM.