

Minutes from the  
**CONVENTION FACILITIES ADVISORY BOARD**

March 27th, 2025  
Salt Palace Convention Center - Executive Boardroom

<b>Participant</b>	<b>Representing</b>		<b>Participant</b>	<b>Representing</b>	
Kaitlin Eskelson	President VSL	x	Jeff Gwilliam	Rep SLCo Arts	
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	x
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	x
Brittani Forbush	Community Rep		Courtney Strong	ASM – Asst Director of Events	x
Garrett Parker	Hospitality Rep		Heidi Baird	ASM – Director of Event Technology	
Pina Purpero	Hospitality Rep	x	Josh Ambrose	ASM – Director of Finance	x
Craig Wangsgard	Atty – SLCo DAs Office	x	Scott White	ASM Director of Guest Services	
Erin Litvack	SLCo Deputy Mayor	x	Trish Beagley	ASM Communications Manager/Board Coord.	
Katherine Fife	SLCo Associate Deputy Mayor	x	Matt Hansen	Sodexo Live!/GM	
Cyndi Sharkey	Sandy City Rep	x	Jordan White	ASM Communications Manager/Board Coord.	x
Monica Ortega	ASM-Assistant Director of Operations	X	Devon Shaughnessy	ASM-Finance Manager	X
Isaac Higham	Salt Lake County	X	Matthew Leu	Greenband Enterprise LLC	x

1. Call to Order 9:01 AM (Taylor Vriens).
2. Review of Public Comments
  - a. No public comments were provided.
3. Approval of Minutes from September 26<sup>th</sup>, 2024 Meeting (Action Required)
  - a. Board approved meeting minutes from the September 26<sup>th</sup>, 2024 meeting.
4. General Manager Comments
  - a. Dan Hayes presented that the presentation would largely focus on 2024-year end financials and details, as well as providing some general information about new developments at the Salt Palace Convention Center.
5. Utah Open and Public Meetings Act Annual Training
  - a. Craigs Wangsgard conducted training for the Utah Open and Public Meetings Act for those in attendance.
6. 2024 Year End Performance
  - a. Sales and event highlights-Nikki Taylor and Josh Ambrose presented information on the sales and event booking trends of the facilities which can be viewed in the attached presentation.
  - b. Jed Hansen, Courtney Strong, Rick Medina, Josh Ambrose, and Nikki Taylor presented selected events and their financial performance.
    - i. Selected event highlights at both properties were all from 2025 and can be viewed in the attached presentation.
    - ii. 2024 was noted as being an exceptionally high performing year for both convention facilities; both properties were profitable, with the Salt Palace Convention Center having its best year ever in terms of revenue and profitability. Specific figures can be viewed in the attached presentation.
    - iii. Josh noted while discussing 2025 year-to-date figures that while both revenue and budget predictions tend to be more regular for Mountain America Expo Center (as more of their events keep a regular annual schedule), Salt Palace Convention Center

tends to see more variability in those figures, as more of the events there are on a rotating schedule.

- c. Operations capital project highlights for each facility were presented by Bart Allen for the Salt Palace Convention Center, and by Rick Medina for Mountain America Expo Center. Specific project updates can be viewed in the attached presentation.
  - i. Dan Hayes discussed the Employee Recognition Program for both properties, highlighting the Employee of the Quarter at each property.
  - ii. Josh Ambrose presented AI updates for each property, which are both utilizing or planning to utilize AI robots to help clean their facilities to cut down on temporary labor costs, as well as partnering on AI strategy with Utah Valley University.

#### 7. Salt Palace Convention Center Updates

- a. Erin Litvack and Dan Hayes began discussions on potential convention center construction concepts regarding integration into the new proposed Salt Lake Entertainment District just east of the Delta Center.
- b. The potential new construction concept is focused on the blocks located between the Delta Center and Abravanel Hall, along the blocks between 300 West and West Temple just south of South Temple.
- c. The construction concept involves demolition of parts of the existing convention center structure with new development at street level, and a rebuilt convention center on top of that including an additional ballroom space and roof deck.
- d. The new construction concept will be connected to the existing footprint of the building that is being preserved, and the east end of the property will be allowed to remain open as much as possible during any construction.
- e. Favorable comparisons were made to have the new construction at the Salt Palace designed like existing convention centers in Seattle, WA and Milwaukee, WI that are in similar dense urban environments.
- f. Brandon Beckstead expressed concerns with the circulation for both patrons and staff in a primarily vertically oriented building against the current footprint of the building which is on a horizontal alignment.
- g. Erin Litvack noted that much of the construction concept is aiming for completion before the return of the Winter Olympics to Salt Lake City before 2034, as this will help lower the overall construction costs for the project.

#### 8. Salt Lake County RFP-management services, SPCC and MAEC

- a. Erin Litvack mentioned that Salt Lake County is planning to extend ASM Global's management contract for both properties for at least 6 months past the end of 2025, considering the new announcements regarding the new downtown Salt Lake Entertainment District.

## 9. Upcoming Meetings

- a. Date: June 16, 2025  
Time: 01:00 PM - 2:30 PM  
Location: Salt Palace Convention Center, Executive Board Room  
100 South West Temple  
Salt Lake City, Utah 84101
  
- b. Date: August 18, 2025  
Time: 01:00 PM - 2:30 PM  
Location: Salt Palace Convention Center, Executive Board Room  
100 South West Temple  
Salt Lake City, Utah 84101
  
- c. Date: November 17, 2025  
Time: 01:00 PM - 2:30 PM  
Location: Salt Palace Convention Center, Executive Board Room  
100 South West Temple  
Salt Lake City, Utah 84101

10. Meeting adjourned at 10:43 am.