

Minutes from the  
**CONVENTION FACILITIES ADVISORY BOARD**

September 23, 2025  
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	-	Steve Fukumitsu	Community Rep	-
Laurie Stringham	SLCo Council Member	X	Dan Hayes	ASM - GM	X
Vacant	State of Utah	-	Bart Allen	ASM – Asst. GM	-
Brandon Beckstead	Chair/Facility Stakeholder	X	Rick Medina	ASM – MAEC Facility Director	X
Taylor Vriens	Vice - Chair/Facility Stakeholder	X	Nikki Taylor	ASM – Director of Sales	-
Scott Phillips	Facility Stakeholder	-	Jed Hansen	ASM – Director of Events	-
Brittani Forbush	Community Rep	X	Courtney Strong	ASM – Asst Director of Events	X
Garrett Parker	Hospitality Rep	-	Heidi Baird	ASM – Director of Event Technology	-
Pina Purpero	Hospitality Rep	-	Josh Ambrose	ASM – Director of Finance	X
Craig Wangsgard	Atty – SLCo DAs Office	-	Scott White	ASM Director of Guest Services	X
Erin Litvack	SLCo Deputy Mayor	-	Trish Beagley	ASM Communications Manager/Board Coord.	X
Katherine Fife	SLCo Associate Deputy Mayor	-	Matt Hansen	Sodexo Live!/GM	-
Cyndi Sharkey	Sandy City Rep	X	Devon Shaughnessy	ASM - Finance Manager	X
Monica Ortega	ASM-Assistant Director of Operations	X	Helen Schroeder	DA Office	X
Matthew Leu	Greenband Enterprise LLC	-	Isaac Higham		X

**AGENDA**

- A. Roll Call and Agenda Review ..... Brandon Beckstead
  - a. Brandon opened the meeting and did roll call.
- B. Review of Public Comments
  - a. The Salt Lake County Convention Facilities Advisory Board (CFAB) will accept public comment in the following formats:

- b. Written comments may be submitted to the Salt Palace Convention Center (SPCC)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. All written comments must contain the first and last name and city of residence of the person submitting the comments.
- c. Verbal comments of three minutes or less will be accepted at the CFAB meeting. Attendees wishing to comment must identify themselves by first and last name and indicate their city of residence.
  - i. No written or verbal public comments were received before or during the meeting.

C. Approval of Minutes from June 26<sup>th</sup>, 2025, Meeting (Action Required)..... Brandon Beckstead
 

- a. The board approved meeting minutes from the June 26, 2025 meeting.

D. Management Services RFP Updates..... Dan Hayes
 

- a. Dan shared that ASM Global/Legends was awarded the contract for management services.
- b. The contract is in design and should be executed soon.

E. SPCC Construction Updates

- a. Sales ..... Dan Hayes
  - i. Dan shared today is the kickoff meeting with the design team.
  - ii. Dan gave overview of the Salt Palace event contract mitigation strategy with emphasis on retaining business. He shared that there are 68 groups during the construction period that are negatively impacted as a result of space lost:
    - 1. 32 Groups are in a "Definite" status. Loss of revenue potential to community.
    - 2. 36 Groups are in an "Executed" status. Loss of revenue potential to community + contract damages risk.
  - iii. Dan shared of the 36 events in "executed" status – 22 are staying or working on staying, 8 are working to reschedule, and 6 have cancelled.
- b. Operations..... Dan Hayes
  - i. Dan gave an overview of the construction contract status. He explained the CMc – Construction Manager as Constructor Approach. The CMc is hired early in the design process to provide constructability and cost analysis early in the design phase. The CMc then transitions to become the general contract to construction the project.
  - ii. Dan shared as of right now we do expect to operate the Convention Center in its full capacity through February 15th of 2027.
  - iii. Dan reviewed the timeline of hiring the contractor, programming and design. Three entities have been shortlisted in the process.
    - 1. Layton/Oakland Construction
    - 2. Jacobsen/Hunt Construction
    - 3. Turner/Big-D

F. 2026 Budget (high level) and 2025 YTD Financials for SPCC and MAEC..... Josh Ambrose
 

- i. Josh reviewed the Mountain America Expo Center (MAEC) and Salt Palace Convention Center (SPCC) 2025 YTD results.
  - 1. SPCC: Food and beverage have increased by 4%.
  - 2. MAEC: Rent continues to be the majority of revenue that we collect.
  - 3. Contracted labor at both venues is one of our largest expenses and we're constantly looking at contracted labor. We're trying to evaluate what we can do to decrease spend on contract labor all the time.
  - 4. It's projected that as of right now the Salt Palace will be profitable around \$1.5 million and Mountain America Expo Center is around break even.

- a. Dan shared that the three areas that drive revenue are parking, F&B and technology(internet). Catering is a major driver for SPCC revenue. MAEC does not have the same catering demand. It's primarily a retail demand, so it's all concession based.
- ii. Josh reviewed the Mountain America Expo Center (MAEC) and Salt Palace Convention Center (SPCC) 2026 proposed budgets.
  - 1. Josh reviewed projected peak gross sales for Sodexo F&B events happening in 2026 which is approximately \$15 million.
  - 2. Dan pointed out in the SPCC 2026 budgeting there is a 21% reduction in subsidy requirement by the county. This is the biggest reduction we suggested in a budget plan ever.
  - 3. When reviewing budget for security and insurance the advisory group had conversation around security and insurance claims.
  - 4. Josh shared with an adjusted estimated 900,000 attendees in 2026, the budgeted general liability insurance in 2026 at \$0.98 per attendee is budgeted at \$892,000, a 44% budget increase YoY.
    - a. Dan shared we are exploring bringing ticketing in house to get more accurate numbers for general liability insurance reporting.
  - 5. Dan mentioned that the budget has been submitted to the county. A high-level presentation with the county council is scheduled for October, and it should be voted on before Thanksgiving.
  - 6. Josh shared MAEC's budget is tighter. He has submitted about a 7% reduction in subsidy requirement by the county.

G. ASM Global update..... Dan Hayes

- a. Dan played the sizzle reel for the announcement. Legends and ASM Global have officially united as Legends Global. It was announced publicly on Sept 10, 2025.
- b. Contracts will be written as ASM Global Convention Centers.

H. Adjournment ..... Brandon Beckstead

- a. Jeff made a motion to adjourn the meeting, and Taylor seconded it.