

Minutes from the
CONVENTION FACILITIES ADVISORY BOARD

November 17, 2025
Mountain America Expo Center - Administrative Conference Room

Participant	Representing		Participant	Representing	
Kaitlin Eskelson	President VSL	X	Jeff Gwilliam	Rep SLCo Arts	X
Scott George	Hospitality Rep	-	Steve Fukumitsu	Community Rep	X
Laurie Stringham	SLCo Council Member	X	Dan Hayes	ASM - GM	-
Vacant	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	-	Nikki Taylor	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	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 Director of Guest Services	X
Erin Litvack	SLCo Deputy Mayor	X	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	-
Monica Ortega	ASM-Assistant Director of Operations	x	Helen Schroeder	DA Office	X

AGENDA

- 1) Roll Call and Agenda Review..... Brandon Beckstead
 - a) Brandon opened the meeting and did roll call.
- 2) Review of Public Comments..... Brandon Beckstead
 - a) No written or verbal public comments were received before or during the meeting.
- 3) Approval of Minutes from September 23rd, 2025, Meeting (Action Required)..... Brandon Beckstead

- a) The board approved meeting minutes from the September 23, 2025 meeting.

4) Venue Leadership Changes..... Bart Allen

- a) Dan Hayes is no longer with Legends Global.
- b) Bart Allen is filling in as interim GM until Salt Lake County and Legends Global hire the new General Manager.

5) CFAB 2026 Meeting Schedule..... Bart Allen

- a) We would like to get our GM on board to help identify the schedule, however if that doesn't happen by January we will produce a schedule with the board.

6) SPCC Construction Updates..... Bart Allen

- a) Specs should be available by 1/15/26.
 - i) That does not include a rendering.
 - ii) Full architectural plan should take until summer of 2026.
- b) SEG plans to begin construction on 2/17/27, once the land is transferred.
- c) Continuing to work on mitigation strategies with the 67 groups currently in the construction period.
- d) Looking to maximize the guest experience inside and outside of the convention center as the plan is created.
- e) The goal continues to be—Build back better.
- f) The architect is both local and national.
- g) Josh Ambrose asked Kaitlin to share information on a new study is being contracted by Visit Salt Lake on behalf of Salt Lake County. The feasibility study will look into:
 - i) Analysis of what venues we already have in the county and what is in the works.
 - ii) Identify comp set.
 - iii) Explore what other venues are of interest.
 - iv) Evaluating the future of the Expo Center.

7) Enhancing Safety Through AI-Powered Surveillance..... Scott White & Heidi Baird

- a) Our new AI-Powered Verkada platform enables real-time video monitoring. There are over 300 cameras within the venues with this platform. Scott and Heidi shared the new system's capabilities. Bart also explained how the system has helped us save on insurance by counting the actual number of attendees at events. We saved \$100,000 on our liability insurance by providing an actual guest count rather than the estimate from the event planner.
- b) Scott provided an example of how the system was utilized in collaboration with the Salt Lake Police Department (SLPD). During FanX, photos were inputted into the system, which helped us identify nine individuals who crossed state lines. These individuals were detected and apprehended through our system and partnerships. This powerful example demonstrates how investing in our technology can enhance safety during events and improve the overall guest experience.

8) Momentum Impact and Process Changes

- a) All department directors reviewed their departments presentation slide highlighting the new Momentum event management platform and its future capabilities.
 - i) Sales Nikki Taylor
 - ii) Event Management..... Courtney Strong
 - iii) Operations Monica Ortega
 - iv) Guest Services..... Scott White

- v) Event Technology..... Josh Ambrose & Heidi Baird
- vi) Finance..... Josh Ambrose

- 9) 2025 Awards and Achievements..... Rick Medina
 - a) Rick shared the awards and achievements both venues have awarded.
 - i) MAEC achieved Silver for Best Convention Center in the Southwest
 - ii) He also discussed our success with our Event Organizer survey. MAEC achieved 1st place and SPCC achieved 2nd place in the full Legends Global portfolio during a quarter in 2025.
 - iii) Our Green Team received the Green Business Award from Utah Business.
 - iv) GBAC Star accreditation – MAEC & SPCC
 - v) LEED Gold - SPCC
 - vi) Well Safety-Rated – SPCC is the only convention center to currently hold this.
 - b) Josh shared that we also won the Passion and Innovation Award during the Momentus Illuminate conference.

- 10) 2025 YTD Financials Updates..... Josh Ambrose
 - a) SPCC will end 2025 three years net profitable.
 - b) Brandon, board chair, raised a question of how the money is being used and the purpose of the convention center.
 - c) Josh shared pricing is set after looking at the comp set.
 - d) Josh shared that our economic impact numbers continue to grow as well. The MAEC economic has doubled year over year.
 - e) The Board decided that at a future meeting, we will review both the budget and expenses to have a holistic view.

- 11) Adjournment Brandon Beckstead
 - a) Meeting was adjourned at 3:25 PM.