

Minutes from the
CONVENTION FACILITIES ADVISORY BOARD

June 21, 2021

Calvin L. Rampton Salt Palace Convention Center
Salt Palace Convention Center- Ken Knight Boardroom

Participant	Representing	-	Participant	Representing	-
Kaitlin Eskelson	President VSL	X	Janice Armaki	Community Rep.	X
Scott George	Hospitality Industry	X	Jarrold Finley	Hyatt Hotel	X
Kris Nicholl	Sandy City Govt.	-	Kimberly Barnett	SLCo Dep. Mayor	X
Laurie Stringham	SLCo Council Member	X	Jeff Gwilliam	Rep SLCO Arts	X
Vicki Varela	State of Utah	X	Graig Wangsgard	Atty- SLCO DAS	-
Taylor Vriens	Exec. Board VSL	X	Ryan Mack	Downtown Alliance	-
Terry Praag	Facility Stakeholder	X	Dan Hayes	ASM/SMG- GM	X
Brandon Beckstead	Facility Stakeholder	-	Bryant Larsen	ASM/SMG- Brd. Cord	X
Roy Gedge	Facility Stakeholder	X	Rick Medina	ASM/SMG- MAEC	X
Bart Allen	ASM/SMG- Ops	X	Jed Hansen	ASM/SMG- Events	X
Jon Daich	ASM/SMG- Finance	X	Dan Pariseau	Centerplate Catering	X
Nikki Taylor	ASM/SMG- Sales	X	-	-	-
Scott White	ASM/SMG- Public Safety	X	-	-	-

Call to Order 10:03 AM- (Dan Hayes, General Manager, ASM/SMG)

Dan Hayes – Welcome and thank you for joining us. It has been a little while, but I'm thrilled to be back in the same room. Your CFAB applications have been submitted to SLCo, but have not yet been approved, by the next meeting all submissions should have gone through the approval process. A recording of this meeting is taking place.

1. Introductions of Board Members & Facility Staff

2. The Last 16 Months- Facility Standings & How To Move Forward

- a. Facility Management and Ownership-
 - i. Board provides input for the Salt Palace Convention Center(SPCC) & Mountain America Exposition Center.
 - ii. Owned by Salt Lake County
 - iii. ASM Global management organization.
 1. SMG operates as the contracted entity
- b. Facilities and Missions
 - i. SPCC- primary focus for national/international events.
 - ii. MAEC- primary focus for public show-house for SLCo and Wasatch Front, relieve SPCC

for room night events.

c. Visit Salt Lake (VSL)

- i. Valued partner. 501-C6 contracted by SLCo to provide a marketing arm for these facilities. Providing booking windows at 13 months and beyond.
- ii. ASM Global provides booking windows within the 13 month booking period.
- iii. 13 Month Booking Window- Based on a fairly standard date in which CVBs and venues typically divide their booking window time frames.
- iv. Around 2005/2006- East Side Space at SPCC became in control of VSL outside of 4 months. West Side Space at SPCC remains in control of ASM at the 13 month period.
- v. ASM focuses on space rental revenue
- vi. VSL focusses on room night business and economic impact.
- vii. LOI- Three Party- ASM, VSL, & Client provide signature. ASM issues the license agreement in conjunction with VSL. Unique as the venue is a signatory. ASM recognizes VSLs right to booking windows.

d. Direct Visitor Spending

- i. Economic Impact related to the operations of SPCC & MAEC provide a great deal of resources to the local and state economy.

e. Facility Funding

- i. Subsidized by Transient Room Taxes along with Tourism, Recreation, Culture and Convention tax.
- ii. Is the Goal to be profitable or to be run as subsidized venue?
 1. The goal of MAEC is to run at a profit.
 2. The goal of SPCC is more complicated:
 - a. As a room night generator the goal has focused on providing room nights vs space rental revenue.
 - b. As the destination changes, especially in regards to infrastructure, the outlook for SPCC to operate as revenue neutral should be a consideration.
- iii. As of 2020, and in the aftermath of the COVID-19 Pandemic impacts to revenues have set back outlooks for future years.

f. COVID-19 Impacts

- i. Thanks to SLCo, ASM was able to retain a core group of employees, and upon opening of the facility we were able to begin operations with some footing.
- ii. Due to usage of facilities for State or FEMA usage provides some revenue to facilities.
- iii. 11.3 million in capital project funds were directed to operational efforts and other SLCo entities in need of additional funding.
- iv. Will take some time to return to normal operations, and develop additional resources to fund future capital projects.
- v. SLCo's efforts to sustain these efforts are greatly appreciated, and the future does come with additional hardships that will be resolved as operations return.

g. COVID-19 Recovery

- i. Will take some time to return to normal operations.
- ii. MAEC most likely to return to normal operations sooner than SPCC.
- iii. People are seeing an increase in the need to return for travel and business.
- iv. Vikki Varela: Can facilities look at securing ARPA funds?
 - 1. Yes, currently pursuing these funds in conjunction with SLCo.
 - 2. SLCo sent out initial surveys and the work has begun.
- v. Convention Center Hotel opening in October 2022, will provide interest and excitement.
- h. Operational Values
 - i. The You Are Here program serves as our operational brand.
 - 1. Consists of 5 committees that work to execute the values that we hold and train our staff members for.
 - ii. YAH success
 - 1. EIC Gold Level Certification- SPCC
 - 2. EIC Bronze Level Certification- MAEC
 - 3. Monumental Mattie- Art Piece- Recycled carpet samples from Flooring America. Gifted to SLCo by Artist.
 - 4. Massive contribution to Dreamscapes (operated by Utah Arts Council)
 - 5. Landfill Diversion rate of 50% in 2019

3. Centerplate Catering

- a. Oversees catering operations at both SPCC & MAEC
- b. Parent company Sodexo
- c. North American branch of Sodexo convention center business.
- d. Operates in 32 convention centers in the US.
- e. 2020 obviously was a challenging year to begin operations, with little to no business.
- f. Very lucky to have Chef Javier Rosa, who brings lots of life and experience to his food.
- g. Capital Projects
 - i. MAEC- Food Stands will begin to get a refresh.
 - ii. SPCC- Working on permanent coffee stand structure
 - iii. SPCC- Transform Business Center into a concession facility, including a tasting kitchen.
 - 1. Dan Pariseau to present further details at a future CFAB meeting.
 - 2. Design stage. First quarter 2022.
 - 3. The Business Center area becomes a tasting kitchen, Ken Knight Boardroom becomes a tasting room. Lobby space becomes a facility “convenience store”
 - 4. Boardroom will be removed as saleable space for clients.
 - iv. Equipment upgrades including new dinnerware have been introduced.
- h. Excited to be a part of this team.
- i. Community Partnership is key. Working with many local and small businesses.
 - i. Bringing these other resources onboard as a part of general operations.

4. SPCC & MAEC Capital Projects 2020, 2021, 2022

- a. SPCC 2020-

- i. New restrooms
 - ii. Updated North Lobby Escalator (Radisson Hotel Entrance)
 - iii. VFD Replacements (Variable Frequency Drive, modulates fan demand. Saves energy.)
- b. MAEC 2020-
 - i. Concrete Patch Repair (Dock area)
 - ii. Purchase small equipment
- c. SPCC 2021-
 - i. Parking Software System
 - 1. Will be developed with Hyatt Hotel usage of facility parking in mind
 - 2. Third Party being considered for parking operations.
 - ii. Repair Brick Cap(Dock Area)
 - iii. Fire & Security Panel (ReBud & Expanded 2022)
 - 1. Project has grown and additional funds will be needed.
 - iv. Heat Exchanger- Tube Bundle- Ex
 - 1. Fully Funded
 - v. Dishwasher- EX
 - 1. Fully Funded
- d. MAEC 2021-
 - i. Expansion Joint Repairs
 - 1. Stand up vertical walls that surround the facility. Caulking needed replacement.
 - ii. Door Frame Repair
 - 1. Metal door frame
 - iii. Parking Lot Sinkhole- EX
 - 1. Appeared to be a sinkhole, have had them in the past.
 - 2. Fully repaired
- e. SPCC 2022-
 - i. Submitting 2020- but the luckily hood of funding occurring is not likely.
 - ii. Some projects may be funded sooner than others. Safety will become a priority.
 - iii. Chiller Replacement
 - iv. Tech Upgrades
 - v. Concourse Carpet
 - vi. Hall 1 Heating Plant
 - vii. Elevator Renovations
 - viii. Fire Panel project
- f. MAEC 2022-
 - i. Cooling Media Fill Packs
 - ii. Card Access Entry System
 - 1. Exploring at MAEC, may develop for SPCC
 - iii. Fire Detection System
 - iv. Phase 1, Asphalt Overlay-

5. Event Schedule Highlights

- a. Optimistic about future events.
- b. Busiest December on record
- c. Event scheduled between Christmas and New Years
- d. MAEC
 - i. Marketplace Events Fall Home Show
 - ii. Festival of Trees
 - iii. Pinners Conference.

6. Budget Planning Considerations 2022

- a. Labor rates/staffing and strategies to address
 - i. considering immediate increases to labor rates.
 - ii. Taylor Vriens: Insight into labor, and concurs with ASM interest in looking towards full-time labor in lieu of temporary labor and union reliance.
- b. Event Activity
 - i. Strong performance at MAEC
 - ii. SPCC - Lagging improvement, but slowly building back.
 - iii. Considering updated booking practices, especially looking at Hyatt's influence.
- c. Optimism about Convention Center hotel
- d. Optimism about live event recovery in general.

7. Are you interested in serving as a Chair or Vice-Chair?

- a. Commitments remain minimal
 - i. Capital Projects Conversations take up the majority of time.
 - ii. Not time or work heavy
 - iii. Meet 4 times each year. Dan will meet with the Chair and Vice-Chair to go over future presentations and agenda items.
 - iv. Will elect at our next meeting.

8. Future meeting schedule

- a. Recommend Dates
 - i. Meeting #1: After January 20th
 - ii. Meeting #2: After April 20th
 - iii. Meeting #3: After July 20th
 - iv. Meeting #4: After October 20th
- b. 2020-
 - i. Will send out doodle polls out this week to confirm dates for August and October dates.

9. Future Agenda Items

- a. Public Meetings Training
- b. Centerplate CAPEX
- c. Hyatt Hotel
- d. SPCC Logo
- e. Parking Policy

- i. Demands of Hyatt Hotel
- ii. Kaitlin Eskelson: Question surrounding parking usage for a convention hotel with business travel and local traffic mix. Can pull data from other hotels to see how parking will impact parking structures.
- iii. Rate of parking stalls provided to Hyatt is based on 100% capacity, but event activity will greatly impact usage.
- iv. Looking at ASM Global employees: Parking vs Transit Benefit

10. Questions & Comments:

- a. Kaitlin Eskelson: Branding on Food Stalls
 - i. MAEC rebranding will be done this month.
 - ii. SPCC rebranding will be done next month.
- b. Jeff Gwilliam: Safety and Security, look at points of contact and concern.
 - i. Scott White:
 - 1. Try our best to look at future shows and during pre-cons focus on any items of concern that an event may have.
 - ii. Kaitlin Eskelson: Any more interactions and occurrences regarding transient individuals?
 - 1. Have police and fire on site taking use of facility amenities provided, and SPCC remains fairly lucky in terms of transient instances.
 - 2. Downtown still faces large issues surrounding transient instances, but no noticeable interactions post COVID-19.

Call to Adjourn (Dan Hayes)

Thank you all for your participation and looking forward to future work.

Meeting adjourned – 11:32 P.M.