

ARENA COMMITTEE MEETING MINUTES JUNE 22, 2022

Doug Vawdry, Walt Rosemond, Anneke, Katie, David, Stephanie Sherryl, Jan Short, Fred Lowry, Buzz Goodrich

Moto Challenge: David has set up Food trucks and one food vendor that will be in the stand. Sponsorship: Moto United, David will be meeting with him to see how much they will donate. Possibly Telsa is one we should talk with. Cal Ranch wants to sponsor something. David will email everyone the sponsorship package. Doug talked with Les Schwab, Big O, Richins, they will each donate \$500.

Marketing: David put it in the Draper Forward. He asked Linda Peterson to put it on Facebook. He will be placed in the Draper Journal and the Sandy Journal. Possibly place ads on the radio. Goal is to sell out 2432 seats. We need signage to put around town.

Ticketing: Sponsorship packet commits to several tickets. We need to reserve the tickets for sponsors and committee members. Last year we gave 10 tickets to each committee member. This year we will wait to see how ticket sales are going before we decide how many to give each committee member.

Possible Events:

David has done research on having a concert: Possible to have around August of 2023. David has looked at parking. The seating can take 2432. Parking will take 600 parking spaces, industry standard is 4 to 1. We can utilize the arena floor for seating and get another 1000 seats. But that brings up the question of parking. So then we would need to do shuttle parking from the middle school. If we use seating inside the arena that would be prime seating and we could charge more for those seats. That would make it possible to make money for that. Once we get the okay we would need to reserve the stage because they are about 6 months out to reserve. Then we need to start looking at what act we would like to book.

Bull Riders Only: Katie will talk with Circle J about the cost and timing for this.

Carnival: They take care of it, selling wristbands, they would probably be willing to work with our facility. Easy to book, easy to facilitate. The only money we would put out is for advertising.

Car Shows: JC Hackett is who we need to talk to to book this.

Farmers Market: David will meet with a group for Farmers Market. There is a lot of interest from residents for this. This would work best for 2023 either Spring for Fall, on Saturday.

We could also have Food Trucks. There is a company that takes care of finding the vendors for the Farmers Market. There is some work for city staff but still workable. David is meeting with them on Friday. We will put on the agenda for next month to follow up on this event. Everyone at this meeting is very excited to pursue this.

Review Food Trucks:

Draper City would like us to continue through the rest of the summer. There has been some issues: Power, cleaning, staffing. But the response is so great so the council would really like to continue with it. Stephanie motions we continue with food truck nights, Buzz 2nds, everyone agrees. Draper City would like someone there in attendance the entire night. The Children's Entrepreneur Market will be there. David will have a parks person be there the entire night to help with set up and take down. David will update the banners.

Sign up for helping on setup and tear down:

27th: Set Up: Stephanie - Jan

Tear Down: Buzz - Doug

4th: Set Up Stephanie - Katie

Tear Down: Buzz - Walt

11th: Set Up: Doug - Walt

Tear Down: Jan - Anneke

18th: Set Up Katie - Buzz

Tear Down: Stephanie - Anneke

25th Set up: Stephanie - Doug

Tear Down: Buzz - Jan

Katie Motion to adjourn:

Next Meeting: July 27th