

Community Facilities Advisory Board Minutes
City Hall, Commission Chambers
Thursday, October 27, 2011
5:30 p.m.

WELCOME: Ken Strobel

ROLL CALL: Justin Banning, Mladen Perak, Inga Vasquez, Tom Stanley, Jim Lembright, Rick Sowers, Ed Elam, County Administrator, Ken Strobel, City Manager, Nanette Pogue, Director of Finance & City Clerk and Melissa McCoy, Project Development Coordinator.

NEW BUSINESS:

1. Ken Strobel, City Manager, recommended the terms for the newly elected members, Dr. Perak and Jim Lembright to follow in accordance with other City Advisory Boards and begin terms in January of 2012. Tom Stanley moved and Dr. Perak seconded. The motion passed unanimously.

2. Ken Strobel, City Manager, acted as the chair for the Election of Officers.
 - a. Rick Sowers moved to nominate Jim Lembright as Chairperson and Justin Banning seconded. The motion passed unanimously.
 - b. Jim Lembright took over as chair for the Election of Officers and for the remainder of the meeting.
 - c. Tom Stanley moved to nominate Justin Banning as Vice- Chairperson, a motion seconded by Inga Vasquez. The motion passed unanimously.

3. Andy Long, Vice President of VenuWorks gave a brief history of what had occurred from their perspective since they took over the United Wireless Arena from Global Entertainment. VP Long explained how they prepared to open the facility in just two short months. He added that they had the opportunity to bring in Ralph Nall as the General Manager and how the majority of the staff was transitioned from Global to VenuWorks.

The Arena started out strong and then hit a low point in the summer. In part, this was caused by a difficult touring season and because the website became challenging to operate. In addition, hard economic times caused a slump in ticket sales.

VP Long went on to explain that they had the possibility to book shows using a fund that would pay performers and not promoters. This could be a way to bring in more events but it would also be at a greater risk.

Tom Stanley asked how many shows we should have each year. Long responded that 6 to 8 concerts on top of family entertainment similar to Sesame Street and the Circus as well as Comedy, Latino and Christian based performances.

Jim Lembright asked how the attendance had been up until this point. Long replied that the numbers had been affected by the economy. However, ZZ Top had 4300 attendees and they were pleased with the turnout. Long went on to say that they were looking at bringing in homegrown shows in the summer and potential tenant programs such as arena football and hockey. The United Wireless Arena will host the Tournament of Champions, the Conq Classic, DCCC Basketball games and the SPIAA League tournament. These activities will provide events and activities but will not generate a strong source of revenue.

Long commented that VenuWorks needs to do a better job of reporting information to the City, County and CFAB. The first step will be determining when they will report information for example if reports will be quarterly or monthly. Long said that he and Ralph are open to feedback and questions and encourage CFAB to contact them in the future.

4. Melissa McCoy presented the revised Organizational Funding Application for CFAB Funds. A motion was made by Justin Banning and seconded by Tom Stanley to accept the application. The motion passed unanimously. Melissa will send out the applications to the organizations that have previously applied on October 28.
5. Ford County Administrator, Ed Elam reported on the Ground Breaking ceremony for the Western State Bank Expo Center and its progress. The 177,000square foot building will be complete on June 1, 2012. Currently, the construction process can be viewed via a webcam on <http://www.fordcounty.net/expocenter/expocenter.html>
6. Ken Strobel, commented that he attended the ground breaking for the Expo Center and he is looking forward to having the 3-I in Dodge City. He also welcomed Melissa McCoy to the City and shared that Melissa will be the staff person for CFAB.

ADJOURNMENT: A motion to adjourn was made and seconded and the meeting adjourned at 6:50 p.m.