

MINUTES

FACILITIES COMMITTEE MEETING

5:00 P. M., MAY 20, 2019

A/V CONFERENCE ROOM

Jennifer Pharr, Chairperson, called the meeting of the Charleston City Council Committee on Facilities to order at 5:00p.m., MAY 20, 2019, in the Audio/Visual Room in City Hall.

Committee Members Present:

Jennifer Pharr, Chair
Courtney Persinger, Vice Chair
Ben Adams
Brady Campbell
Sam Minardi (arrived 5:28 – 5:49)

Others:

Lexie Kessel
Tim Brady
Mackenzie Spencer
Kevin Baker
Joseph Jenkins
Matt Sutton
Mayor Goodwin
Larry Malone
Will Laird

The Chairperson called the meeting to order.

1. Approval of Previous Minutes – Councilmember Campbell moved to approve the minutes of the previous meeting on 5-6-2019. Councilmember Adams seconded. There was no objection and the minutes were approved.

2. Overview of CVB – Councilmember Pharr introduced Tim Brady. Highlights of the presentation included:

- Roughly 80% of their time and budget goes to actively recruiting for events/sports/conventions.
- The Process – getting leads, are the desired dates available, what does the group require, what “we” offer, site visits and negotiation.
- Upcoming Events – US Trampoline and Tumbling, US Soccer East Regional President’s Cup, URA Spring Leadership Conference, Delta Special Forces, American Baptist Association, WVSSAC for basketball, volleyball, tennis, baseball and track.
- Recent Events – USA Boxing Junior Olympics (3 out of 4 years), NJCAA Volleyball, International Masons Convention AND Firearm and Toolmark Examiners Conference.
- For the fiscal year ending June 30, 2018, 30,512 future room nights were booked (their goal for the current year is 32,000),

May 20, 2019

Councilmember Persinger asked how much of this would happen without the CVB. Tim Brady answered that it is tough to calculate, but probably not much. Councilmember Persinger also asked if more hotels were needed, and Brady answered at least 2 more. Councilmember Pharr asked about their current staff numbers. Brady answered they currently have 8 full time and 2 part time employees.

Councilmember Pharr asked about losing the cheerleading competition. Brady answered that they lost the low bid to Huntington. Councilmember Minardi asked what needed to happen to get the football events back. Brady answered he didn't want it, because the return on investment most likely wouldn't be worth it. Also Wheeling does a great job with the event.

Councilmember Pharr asked how closely they work with the Convention Center staff/ other organizations. Brady answered they contact them when looking for space availability. They also work with the Area Alliance, CVB and Charleston Main Streets, among others, to help promote their events. Additionally, the Convention Center and CVB's staff are meeting to help develop a sales and marketing plan for the Convention Center. Councilmember Minardi asked if Brady found the rates for the Convention Center to be competitive. Brady answered that they are still learning about the new rate structure. Councilmembers Persinger and Campbell stated that it made sense to have a priority system in place to ensure that the entities that would have the most economic impact were given priority.

Councilmember Pharr asked what the committee could do to help the CVB attract more business. Brady answered that they should let them know of any organizations the committee is involved with or knows about that they think would succeed in Charleston; making connections is essential. Councilmember Jenkins asked if they had any connections with WVU. Jenkins answered that WVU already has existing relationships with the hotels and venues, so they do not necessarily need anything from the CVB, but they frequently assist with promoting.

Councilmember Pharr asked him to update the Committee concerning travel basketball and trying to attract wrestling. Brady answered that flooring was an economic consideration that they are currently working through. Councilmember Pharr asked him to explain the flash badge program. Brady answered that it is a year-long program where an event participant will get a discount from a list of businesses.

3. Discussion – The Committee made a plan to meet with John Robinson at the Convention Center for their next meeting in 2 weeks.

Councilmember Minardi motioned to adjourn the meeting. Councilmember Campbell seconded.

Meeting adjourned.