**CHARLESTON COLISEUM & CONVENTION CENTER /
MUNICIPAL AUDITORIUM BOARD**

Meeting Minutes: October 29, 2019

Chairperson Carrie Fenwick called the Charleston Coliseum & Convention Center / Municipal Auditorium Board to order at 4:00 P.M. on Tuesday, October 29, 2019 in the Jordon Board Room. Those members in attendance included Alisa Bailey, Kim Burton, Carrie Fenwick, Andrew Jordon, Bernie Layne, Samuel Minardi, Ronnie Murad, Eric Nelson, Andy Richardson, Chad Robinson, City Manager Jonathan Storage, Interim General Manager Jim Smith, Business Manager Betty Tinney, and Sales and Marketing Manager Anna Campbell. Other members of the staff that were present included Administrative Assistant Anna Westfall, Facilities Superintendent Dan Brown, Senior Event Coordinator Joe Varney and Charleston CVB VP of Sales Tim Brady.

Ms. Fenwick opened the meeting by announcing the November 2019 and December 2019 meetings will be combined to take place on December 10, 2019.

Ms. Fenwick also announced that following the September 24, 2019 Board meeting Karen Haddad announced her resignation from the Board. Ms. Fenwick stated that Ms. Haddad was very helpful in the planning of Mr. Robertson's retirement reception and for that, she was appreciative.

Ms. Fenwick reported that the minutes of the Board meeting held on September 24, 2019 were distributed prior to the meeting. Ms. Bailey moved that the minutes be approved as distributed. Mr. Richardson seconded the motion. Motion approved.

Mr. Nelson stated that the City Accounting Department is still waiting for some figures in order to complete the June 30, 2019 statements. Once this is complete the statements for the first quarter of the current fiscal year will be also be completed.

Mr. Nelson stated that the revenues have been strong during the first quarter of the current fiscal year and into October. Rent for the first four months is approximately $169,000 compared to $195,000 during the same time last year. Distinctive Gourmet is running approximately $50,000 lower than last year. Both of these increases decreases are mainly because last year we hosted the EANGUS conference along with a large WV Department of Education Conference and WWE but we did not host those events this year during the same timeframe. Our Advertising line item is $29,000 lower than last year but can be attributed to a timing difference in payment receipt. He stated that the Rent, Advertising, and Distinctive Gourmet line items make up 65% of our entire revenue.

Mr. Nelson reported that the Coliseum & Convention Center did not require a subsidy in July or August 2019 but $107,000 was required in September 2019 and $67,000 in October 2019. In July 2018 we required $75,000 and in August 2018 we required $25,000. In September 2018 we required $206,000 but none was required for October 2018. YTD subsidy stands at $174,000 compared to $306,000 in the previous YTD.

He also stated that we are still working to change our banking relationship from United to Wesbanco. We have determined with the City Accounting Department that it would be prudent to add the Ticket Account and the Promotions Account to the Eden System, which is the accounts payable system used for all other funds, including the Coliseum & Convention Center General Fund. We will still be able to manually write checks as needed for night of show settlements. Mr. Richardson moved to approve the transfer of the Ticket Account and Promotions Account for the Charleston Coliseum &

Convention Center from United Bank to Wesbanco with Betty Tinney, Anna Campbell and Jim Smith being authorized signatories for those accounts. Mr. Minardi seconded the motion. Motion approved.

Ms. Fenwick reported that the Personnel Committee met following the Board meeting on September 24, 2019. She stated that they discussed what they wanted to do in the interim while they did a search for a new Executive Director and how they wanted to do the search. The entire committee agreed that a selection firm would be needed to help with the search process. Mr. Storage was tasked with preparing a Request for Information to submit to search firms in hopes that several would respond.

Ms. Fenwick went on to say that on October 9, 2019 the Personnel Committee met by phone to discuss the response to the Request for Information. Four firms responded: Searchwide Global, Battalia Winston, Horizon Hospitality, and T.R. Engel Group, LLC. The committee discussed the information received from all of the groups and narrowed it down to two: Searchwide Global and Horizon Hospitality.

The Personnel Committee met again on October 15, 2015 to conduct video conferences with Searchwide Global and Horizon Hospitality. Each call lasted approximately 45 minutes and both firms were asked similar questions. After completion of the video conferences, all members of the committee agreed that Searchwide Global was the choice of the group. Following the call, Ms. Fenwick reached out to the President of Searchwide Global, Mark Gnatovic. Searchwide Global proposed to conduct the search for a flat fee of $37,000. Searchwide Global was $5,000-$7,000 more than Horizon, however, the committee agreed that the services provided by Searchwide Global were far more expansive. Ms. Bailey stated that she had personal experience working with this group and her experiences have always been very good. Mr. Storage stated that with the Board's approval this would be presented to City Council at the second meeting in November and would then go through the Finance Committee.

Mr. Richardson moved to accept the recommendation to the Board that permission be sought and granted from City Council to engage Searchwide Global as the search firm to assist in identifying and recruiting the next Executive Director of the Coliseum & Convention Center. Mr. Storage seconded the motion. Motion approved.

Ms. Fenwick stated that the Personnel Committee also discussed and agreed upon making Jim Smith who is currently the Assistant Director, Interim General Manager. Mr. Jordon moved to accept the recommendation made by the Personnel Committee. Mr. Robinson seconded the motion. Motion approved. All members of the Board congratulated Jim with a round of applause.

Mr. Storage explained to the Board the amendment of the Bill to amend and reenact Chapter 2, Article VII, and Sections 2-553, 2-554, 2-555 and 2-55 of the City Code that was introduced and passed by City Council. These amendments are relating to providing authority for the Mayor to appoint the Executive Director of the Charleston Coliseum & Convention Center, authorizing the Executive Director to employ necessary employees, clarifying financial requirements, required reporting, and the requirement to post rates on the website.

Some members of the Board expressed their concern with the wording of the bill stating that it made the Executive Director position a will & pleasure position. Mr. Storage pointed out that while the bill stated that Mayor does have full power to choose who fills that position, the Board is involved with the creation and negotiation of the contract for that person.

Concern was also shown for the reporting requirements stated in the bill. The requested reports are dependent on the information being given to us from the City Accounting Department and Charleston CVB. Tim Brady from the CVB assured the Board that any information they need to build reports would be freely available to them and he would allow us to use his Economic Impact Calculator in order to fulfil this request.

Ms. Fenwick reported that the Food & Beverage Committee met on October 16, 2019. At the meeting, Mr. Robertson distributed copies of the written proposal received from Centerplate prior to the October 8 deadline. He also submitted a worksheet that he created that indicated the areas that Centerplate identified and responded to in their proposal. Ms. Fenwick stated that the written proposal was very impressive and Mr. Jordon said it was the best he had ever seen.

Ms. Fenwick reported that the Food & Beverage Committee met again on October 21, 2019. Representatives from Centerplate presented a presentation outlining their response to the RFP. Ms. Fenwick stated that the price did slightly increase, but this was mainly because we are moving to a fixed management fee basis. This management fee is guaranteed for years one and two of the agreement, increases to $200,000 in year three and years four and five increase to a minimum of $200,000 plus variance in the CPI. Members of the committee scored the submissions from Centerplate and the average score was 86.8. Ms. Fenwick stated that the committee is requesting approval from the Board to authorize her to engage in negotiations to finalize an agreement with Centerplate to provide food and beverage management services for a period from January 1, 2020 through December 21, 2024. Mr. Richardson moved to accept the recommendation from the committee and approve Ms. Fenwick to begin negotiations with Centerplate. Mr. Storage seconded the motion. Motion approved.

Mr. Smith gave a construction update. He stated that the ADA sidewalks in front of the building would be completed tomorrow. He also stated that Lloyd Miller is helping us negotiate the repairs for the AV Room and equipment that was damaged and Mr. Miller is helping us get a report listing all of the dates the construction crew painted exterior areas. Mr. Smith went on to say that all of the outdoor landscaping is now completed except for several trees that we are waiting on to be delivered. We also are waiting on the repair of light sensors in two of the meeting rooms. Mr. Smith said that we have submitted our application for LEED certification after it was sent back and corrections have been made. In addition, he reported that the new Point of Sale System for Distinctive Gourmet should be delivered soon and will be installed on November 7. We plan to use this new POS system for the first time on December 13 for the Gaither Vocal Band Christmas Concert.

Mr. Smith gave a report on the Promotion & Development Committee meeting that was held on October 8, 2019. He stated that the purpose of this meeting was to discuss the possibility of a 360-degree virtual tour video of the facility to use on our website and as a marketing tool for the CVB and sales staff. Mr. Smith provided a video demonstration from Multivista who has been involved with the construction project and was under contract by the City. Multivista took more than 50,000 pictures as construction progressed. Multivista has met with the staff and provided demonstrations and a proposal for an immersive 3D navigation experience. The all-inclusive price for this service would be $5,768.84. Mr. Robinson moved to approve an agreement with Multivista to do 360-degree virtual photography of the coliseum, lobbies, meeting rooms and ballrooms as outlined in the proposal. Mr. Murad seconded the motion. Motion approved.

Ms. Bailey and Mr. Brady passed out their sales report for the last fiscal year and the current. Ms. Bailey and Ms. Fenwick met last week and decided that there will be a CVB report distributed at each meeting. They agreed that the Board should be more informed about the business the CVB is on and the CCC Board needs to do a better job of notifying them when big things are happening here.

Ms. Bailey and Mr. Brady then gave a presentation with pictures of local events that have taken place recently in the community. She said that the CVB is going away from print advertising and they are focusing their efforts on online marketing mostly. Ms. Bailey stated that their online presence is growing and that they are using a new company to help them with digital advertising. She stated that last year their editorial coverage reached 474 million readers.

Mr. Smith gave an operations report. He stated that the bids for the screen wall under the ballroom would be opened on Thursday at the City Manager's office and it would be on the agenda at City Council next week. He also stated that the current provider contribution was $141,000 over the span of the current contract.. This year we are asking for proposals from other companies to outline their curtailment programs and will possibly have the opportunity to receive more incentives with a new provider. He went on to say that the Quarrier Street Parking Building elevator is in need of repair. It needs a hydraulic piston and will cost approximately $60,000-$80,000 because it is not a part we can just buy off the shelf; it must be created specifically for our building.

Mr. Smith distributed an activity report for the month of October 2019 and went over some of the notable events we have recently had in the building. He also said that our sales staff is now actively reaching out to promoters to bring more business into the building. Mr. Smith has set a goal of two new contacts each week for all members of the sales team. Mr. Smith also handed out a press release from Convention South Media Group. The Charleston Coliseum & Convention Center was honored with the Annual Readers' Choice award for the third time. He stated that this was the first time a venue had received this award three times.

Meeting adjourned.