

Idaho Falls Auditorium District

Board of Directors — Business Work Meeting
900 Pier View Drive, Suite 110, Idaho Falls, ID, 83401
24 May 2012
9:00 a.m. – 3:00 p.m.

Minutes

In Attendance: IFAD Board Members: Robb Chiles, Bob Everhart, Kris Meek and Cindy Ozaki. Board Member Jeff Sayer was excused. Also in attendance: Mark Fuller (legal counsel); Kevin DeKold (architect); Rebecca Casper (consultant); and Geoffrey Scott (intern). Members of the presentation teams who were in attendance are listed below.

I. Call to Order.

Conducted by Chairwoman Ozaki, the meeting was called to order at 9:09 a.m.

II. Adoption of the Agenda.

Action: Mr. Meek moved to amend and adopt the agenda.

Action: Mr. Chiles seconded the motion.

Result: All members present voted in the affirmative.

III. Presentation by Global Spectrum.

A. Presentation Team:

John Page, Chief Operating Officer

Todd Glickman, Vice President, Business Development & Client Relations

Mike Ahearn, Vice President, Operations

Brock Jones, Vice President, Booking

Rick Hontz, Regional Vice President/Gen. Mgr, Budweiser Events Center

B. The presentation opened with a 2-min promotional video.

C. The presentation then covered the following areas:

1. Corporate Resources

2. Food Services: *Ovations*.

3. Venue Management: *Global Spectrum*

a. Additional Multi-purpose Venues

b. Management, Administration & Finance

c. Event Booking

d. Sales, Marketing, and PR

e. Pre-opening services

f. Event Management & Customer Service

- g. Operations
- 4. More Events
 - a. Experience with booking
 - b. Pre-existing relationships with promoters
 - c. National booking program
 - d. Industry involvement
- 5. Increased Revenue
 - a. Managing Vendors and Creativity
 - b. Driving Attendance
- 6. Cost Management
 - a. Forecasting, planning reporting, etc.
 - b. Client Responsiveness
 - c.
- 7. Partnerships
 - a. Development Support
 - b. Hockey and other Sports Team Experience
 - c. Community Involvement/Corporate Responsibility
- 8. Customer Experience/ Service
- 9. Corporate Leadership Development

IV. Lunch Break.

At 11:11 the presentation concluded and the Board members and guests recessed for the lunch hour. The Board was called back into order at 1:07pm by Chairwoman Ozaki.

V. Presentation by VenuWorks.

- A.** Presentation Team:
 - Andy Long, Regional VP
 - Scot Schoenike, Exec Director of the Ford Center
 - Richard Kozuback, Global Ent. Corp./Pres.CHL
 - Joe Briglia, VP Development
- B.** The presentation covered the following areas:
 - 1. Corporate Overview/Comparable Venues
 - 2. Key P&L Drivers for Event Centers
 - a. Revenue by Type
 - b. Revenue by Event
 - 3. Revenue from Tenants
 - 4. Event Programming/Entertainment "Niche"
 - a. National Events
 - b. Local Events
 - c. Other Events
 - 5. Other Revenues
 - a. Naming Rights
 - b. Luxury Seating
 - c. Sponsorships/Advertising
 - d. Misc.
 - 6. Food and Beverage
 - a. Quality, Menu

- b. Structuring of profit-sharing
7. Arena Expenses
 - a. Personnel
 - b. Operations
 - c. Utilities
 - d. Insurance
 - e. General & Administrative
8. Hockey Tenant/Leagues
 - a. Options (CHL)
 - b. Prospective Owner Interest
 - c. All-Star Game Hosting
9. Design/Value Engineering Issues (360 v. U-shape)
10. Summary of Benefits/Questions

VI. Adjournment. At 3:11 p.m.

Action: Mr. Meek made a motion to adjourn.

Action: Mr. Chiles seconded the motion.

Result: All members present voted in the affirmative to adjourn.