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Approved



IDAHO FALLS  
AUDITORIUM DISTRICT

**Board of Directors – Special Business Meeting  
Saturday, 18 November 2017, 9:00 a.m.-12:00 noon**

**Meeting Location: Maverik Center meeting room  
3200 Decker Lake Dr., West Valley City, Utah 84119.**

*In attendance: Board Members: Chair Terri Gazdik, John LoBuono, Bob Nitschke, Kevin Bruder, Blake Davis, Kevin Greene, Kevin DeKold, Dave Jones and Management staff from the Maverik Center.*

### **Agenda**

- I.** Call to Order - Chair Gazdik calls meeting to order at 9 a.m.
- II.** Agenda – motion to approve and second. All in favor. Motion passes.
- III.** Chair Gazdik asks for introductions of all individuals present for the meeting.
- IV.** Walking tour of the Maverik Center is conducted by Kevin Bruder and the management team. Board members asked various questions of the team related to building structure, security, design preferences, activities that are conducted, space planning, operating costs, types of venues, incident occurrence, contracts with municipalities for service, etc.
- V.** At 9:45, a motion is made to amend the agenda to continue the tour until completed. Motion is seconded. All in favor. Motion passes.
- VI.** Upon completion of the walking tour, the group convened in the meeting area. Discussion began in a question and answer session. Board members asked questions about operational items such as specific costs, how revenue mix is derived, how revenue is derived from events and what percentage goes to promoters. Discussion about the parking lot arrangement and whether that is a revenue source. The board asked for advice from Kevin Bruder and the Centennial management team to draw on their experience.

Kevin Bruder outlined the three areas that need to be developed:

- Finance Plan – using Laura Lewis and her firm
- Building Plan – using Kevin DeKold and CRSA, Bateman Hall Hogan and partners.
- Operations Plan – using Kevin Bruder and Centennial

Kevin DeKold suggested that the construction and architect team meet with the management team of the Maverik Center to review the Idaho Falls Event Center plans. The purpose would be to identify any operational designs that should be reconsidered or modified based on their experience operating the Maverik Center. This meeting will take place prior to final design of the center.

Dave Jones with Pathway Associates discussed the need for IFAD to speak with a single voice and to continue building a business advisory committee. He spoke briefly about their company's experience with the Eccles Theater and how marketing pieces were developed prior to fundraising. They established pricing for various naming right opportunities. A suggested pricing point to start at is 10% of the building cost be allocated to the value of naming rights. Ultimately, Pathways met and went well beyond their fundraising goal.

**VII.** Adjournment at 11:55 a.m. (approximate time)