**Board of Directors — Work Session Meeting Minutes**

**425 N. Capital Ave., Idaho Falls, ID 83402**

**Friday, 16 February 2018, 3:00 p.m.**

**Location: The large conference room at the**

**Offices of Fuller & Beck**

**410 Memorial Drive**

**Suite 201**

**Idaho Falls, Idaho 83402**

*In attendance:* Executive Director, Chip Scott, Board members: Chair Terri Gazdik, Doug Swanson, Jill Kirkham via conference call, John LoBuono, Bob Nitschke, Legal Counsel Mark Fuller, interim Administrative Assistant Brandace Novack, Kevin DeKold and Post Register Reporter, Marc Basham**.**

1. Call to Order – 3:08 p.m. There is a motion to change the agenda and defer review of the Public Relations RFP to the next meeting on 2/27/2018. Motion is seconded. All in favor. Motion passes.
2. Review and Discussion of responses to Feasibility Study RFP – Three firms submitted responses: Victus, Hunden and CSL. The Board discussed the pros and cons of each firm. Hunden conducted a previous study for IFAD, and shows familiarity with the project. CSL’s proposal was extensive. Victus addressed exactly what was requested in the RFP. Executive Director, Chip Scott, liked the familiarity Hunden has with the area, as well as established past experience. IAVM is the member association for the industry, and all three firms have memberships. In contrast, Mr. LoBuono would like to see a fresh and independent approach to the Feasibility Study. Checking references is an important part of the decision making process, he noted. Mr. Nitschke stressed the importance of a firm’s approach and methodology. Creation of a model is a process typical to statistical analysis with use of supporting data, stated Mrs. Kirkham. Competitive venue analysis is paramount. Mrs. Kirkham would like to see not only Event Centers that are similar in size be considered, but, venues that are currently having events in the area as well. The time span to conduct the study ranges from fourteen to sixteen weeks. The Board considered asking the companies to present to the board followed by a question and answer period at the next meeting. The Board considers developing a list of questions for the firms. Mr. LoBuono suggests calling the clients of the firms to get a little better idea of what the companies were like to work with. Chair Gazdik believes that all three companies would do an excellent job, and asked what the advantage would be to delay voting on a firm today. Mr. Nitschke would like more information on methodology and process, for example, discussion on sensitivity analysis and limitations, and was not prepared to vote today. Mr. LoBuono agrees to do the reference checks, focusing on non-identified references. Mr. Nitschke is happy to do discovery on methodology. The Board will send questions for the firms to Mr. Nitschke - questions on behalf of the Board. Mr. Nitschke would like the Assumptions, Limitations, Scenario developments and Sensitivity Analysis addressed. Action: The Board will submit questions to Mr. Nitschke by Monday, February 19th, giving Mr. Nitschke by Wednesday, February 21, 2018 to develop and compose a complete list. Mr. Nitschke will submit the questions to firms on Thursday, February 22, 2018.
3. Call for Vote to select Feasibility Study Firm – There is a motion to defer the vote on the Feasibility Study Award until the next board meeting on February 27, 2018. The vote is unanimous that the review of the Feasibility Study RFP responses will take place at the next board meeting on February 27, 2018.

1. Calendar and Announcements
   1. Upcoming IFAD Meeting/Events - The next board meeting will be on Tuesday, 2/27/2018 at 7 a.m. Pathways has asked to do a short presentation at the next meeting. The Board agrees to reschedule this presentation until the meeting on March 13, 2018.
   2. Announcements and Minor Questions
2. Public Comment – No public comment.
3. Adjournment – Meeting adjourned at 4:14 p.m.