



**IDAHO FALLS
AUDITORIUM DISTRICT**

Board of Directors Business Meeting
Tuesday 13, November 2018, 7:00 a.m.

467 Constitution Way, Idaho Falls, Idaho 83402

Attendees: Chip Scott, Terri Gazdik, Bob Nitschke, John LoBuono, Doug Swanson, Mark Fuller, Chip Scott, Tana Barney, Kevin Greene, Mike Clements, Trish Harris, Chad Hammond, Salem Thomas

Minutes

I. Call to Order - Terri Gazdik (Chair) at 7:02 a.m.

II. Action Item - Accept the Consent Agenda. Moved, seconded, passed.

A. Meeting Minutes – 10/23/2018 - discussion on whether the wording was changed as requested by Nitschke. Minutes not approved.

B. Approve IFAD Payables - Motion to approve payables. Seconded. Passed.

III. Discussion Item - Public Comment - None.

IV. Action Item – Upcoming Press Conference/Communication Plan - Chip Scott & Chad Hammond

IE Production is in the process of taking over the website. They are working on updating the social media sites. They want to keep updates on the blasting every month, and other updates including the press conference, the financing, how long the project actually will take to complete. The public doesn't understand the financing so IEP will make posts about how it will be financed and explain the path the building will go down. They want to make community forecasts and focus on the fundraising that is happening. Jackson Hole Junction will start breaking ground for their new family hotel soon and Hammond feels that would be a good time to explain the funds that are being collected. Hammond thinks it would be beneficial to continue to focus on AirBnB to get their tax input to increase revenues. Hammond was able to be at the blasting and was impressed by how close it was to the freeway. He wants to make posts showing the maps and plans of how the event center will be accessible from the roads of the city. He suggested doing Virtual Reality Videos of walking through the inside so people know what it will be like. His major plan is to push positive things every month or every three weeks so the public sees the good that is happening. They need to know it is still moving forward and going to happen. Scott added that this plan is for about the next six months. Gazdik asked if the Virtual Reality would be focused on potential donors. Hammond said it would be nice, but isn't sure what creating VR would entail. Swanson asked if some of the content would be more focused on what events will be held within the building. Hammond said that is also part of the plan, but Hammond

mentioned that Phyllis Hockett is hoping to see these things first in order to promote donorships. Nitschke asked if he could see a document of the entertainment that happens at Centennial Managements building in Salt Lake. Hammond said he was willing to give Nitschke all that information. Nitschke asked what the timeline would be for fixing the website because there seem to be a lot of things out of date. Hammond said they are going to build a whole new wordpress website. Hammond said he will have a website outline prepared for the next meeting. Scott said that the "action portion" of this item was concerning the press conference. Before the conference happens, Scott would like to have at least one major donation . No motion is needed. Discussion ensued concerning what would be said and who would be present. Nitschke requested a the Board review the prepared remarks and the proposed answers to the anticipated questions to assure the Board is in agreement. LoBuono requested those comments in a format that he could make comments and send them back.

V. Discussion Item – Pathway Associates Progress Update - Chip Scott - Pathway has been meeting individually with members of the Business Advisory Committee to advise on how they go about asking for money. There is a first official donation request meeting later today. Nitschke asked what information they are using for the donation request. IE Productions has put together a script particularly for today. Gazdik mentioned that something like this happened around this time last year, so many of the companies already know what we are requesting and they are already on board to donate. Scott said he was pleased with how this is moving forward.

VI. Action Item – Purchase of Logoed Apparel - Salem Thomas - We found a cap/jacket combination for less than \$30/person if the Board wants to buy both and get embroidery on both. LoBuono was concerned with the IFAD logo vs. the event center idea. LoBuono is concerned that people don't know the Auditorium District is associated with the events center. Hammond suggested adding a tagline of some sort that connects IFAD to the event center. Color discussion ensued when it was hard to read the logo on the hat presented. Gazdik mentioned that she felt it important to have the partners have apparel as well. LoBuono suggested that it was a small budget to use to offer our partners jackets that will be usable for a long time and the Board shouldn't expect them to pay for their own. Gazdik suggested that each person that wants a jacket order their correct size, and then about 25 hats be ordered for those who would like to purchase one from the organization. Gazdik moved to allocate \$500 this year to a promotional budget line item to be used for jackets and hats. LoBuono seconded. Motion passes.

VII. Discussion Item – Update on Roads & Bridges Construction - Tana Barney - Right now they have blasted from where the Event Center will actually be and then moved out toward the roads. They are going to move the drillers around to Snake River Parkway this week. The Waterfront has a good view of where they are blasting. All three bridges will be put in by the end of the calendar year and then nothing will happen until mid-March or April 2019. Middle of August 2019 the roads should be completed and the building construction should be able to commence.

VIII. Discussion Item – Project Management Plan – Bob Nitschke - Nitschke is still interested in when there will be a project management plan. LoBuono said he thought it would be put together after Pathway did their process. Nitschke feels that the project management plan needs to be developed immediately because not only should it have been done years ago, but also he is concerned that a prospective donor or lender may ask to see the project management plan and the Board doesn't have one. Scott explained that he feels a business plan is the most important because it outlines what the plan of operation is. Scott has been working with Blake Davis to identify the phases and tasks that need to be completed and that the management has been happening.

Nitschke explained that a project management plan contains roles and responsibilities, design control, quality control and document control. He wants to know which documents are public and which are private. There are national and international plans to mimic. Nitschke said he wants more specifics instead of a timeline. Swanson said he feels good about where the project is and who is managing the project. Scott requested direction from the full Board, not just one person. Nitschke still isn't sure if there will be the hockey league. LoBuono mentioned that two of the three most important things that needed to get done in the last year: 1. to have good PR campaign 2. CSL study market analysis, and 3. feedback from Pathway on the fundraising campaign that isn't yet available. LoBuono thinks the most important thing this document will include is how we plan to raise this money. LoBuono suggested Nitschke develop a draft and the Board will support it. He wants this information to hold against any suits. The Board can show what documents they have and the guidelines they follow. There is a minor risk and creating a document may be beneficial. Gazdik wants to know how a document control plan would move the project forward. She feels it memorializes what we have done but doesn't move it forward. Nitschke wants to have documents that show how we have handled the money donors give. Fuller mentioned that litigation results more from those who are expecting pay back from the bonds. Gazdik says she thinks that everything Nitschke has requested has been done and can be put in narrative form, but Nitschke requested that it all be place in one area. Scott said there is a folder on Google Drive that the Board has access to that has all the documents that are needed. No motion was made.

Action Items Before Next Meeting:

IX. Report and Updates

A. Discussion Item - Executive Director's Report – Website Update/2019 Operating Budget/2019 Hotel Packets/8-31 Minutes - Hammond has already discussed the website; there will be a new look and regular updates. The Operating Budget is being prepared and will be ready for the meeting on 11/27. He is waiting on some more figures from DeKold to make sure it is all up-to-date. Fuller suggested it be passed out with plenty of time for the Board to read it and come prepared to vote on it next time. The 2019 hotel packets have been updated and include a letter that lists a number of items that the Board has accomplished this year. Scott feels that the Board is poised now to move forward. Scott hopes everyone understands that we are starting our naming rights campaign now. The financial gap is even smaller than \$1.1 million according to Laura Lewis. Gazdik asked how the hotelier document requirements will change with the State Tax Commission taking over collection later in 2019. Fuller suggested that the Board does not know for certain when the state will actually take over, and that recommended Scott move forward with sending out the full year's packet.

B. Action Item - Legal Report – Report on status of Tax Commission MOU - Mr. Poppler approved the changes to the MOU but has not received the changed, signed document as of yet. All hotels are up-to-date. Fuller sent a copy of the CM contract to Brad Patterson who is waiting on a response from another attorney. He has not yet been able to work on the final negotiations with CRSA for design completion, but will be able to this week.

X. Calendar and Announcements

A. Upcoming IFAD Meeting/Events – Next Meeting on November 27, 2018

B. Discussion Item - Announcements and Minor Questions - Everyone agreed to cancel the second meeting in December, as is traditional practice.

C. Action Item - Agenda Items for November 27th meeting. - approve fiscal year 2019 budget. Chad will send brochure copies. Get a draft of press conference presentation. Gazdik wants to make sure that the Board reads the words provided in the documents of the marketing packet so that all Board members agree with what is being said, but didn't want to hold up progress by having it reviewed again at the November 27 board meeting. Scott asked if the Board would need to approve the final marketing packet before it could be sent out. As no motion was called for, Fuller advised that all that would be required would be submitting comments about the content of the marketing packet; there wouldn't be a formal vote determining whether or not to use the updated packet. Once all board members had submitted their comments, staff would be allowed to move forward with the final proof and printing of the kit. Hammond mentioned that Phyllis Hockett is the one that is writing the content of the documents as part of Pathway Associates' contract.

XI. Adjournment - Motion made, seconded. Passed.

Action Items Before Next Meeting:

Scott will provide Nitschke the hockey letter

Scott will send out Operating Budget 2019 with time to review

The Board will help with 8/31 minutes editing

Provide the latest document control plan to Nitschke

Hammond will send out the latest brochures

Draft of press conference presentation to Board Members

Board will provide suggestions on wording for fundraising campaign packets

Hammond will get Nitschke a list of the events in the Maverik Center

Hammond will have website updated before 11/28

Next Meeting Agenda Items:

Vote to approve Operating Budget for 2019

Minutes approval - 8/31 and 10/23 and 11/13