

MINUTES OF THE REGULAR MEETING OF THE
WALTER GERRELLS CIVIC CENTER ADVISORY BOARD
CIVIC CENTER ANNEX
4012 NATIONAL PARKS HWY
TUESDAY, MAY 1, 2018 AT 6:00 PM

1 ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM:

Meeting was called to order at 6:10 pm by Steve Sauer, Chairperson. It was determined there was a quorum.

Voting Members Present: Steve Sauer, Chairperson
Todd Hyden
Mark Barela
Linda Wiggins

Voting Members Absent: Robert Young
Sam Smith
Damien Capello

Ex-officio Members Present:

Ex-officio Members Absent: Dale Janway, Mayor
Michael Hernandez, City Administrator
Jason Shirley, Councilor

Others Present: Curtis McKinney, Manager
Ken Britt, Entertainment & Promotions Manager

Others Absent:

2 APPROVAL OF AGENDA – The motion was made by Barela to approve the agenda and Hyden seconded the motion. The vote was as follows: Yes –Sauer, Hyden, Barela, Wiggins. No – None. Absent – Young, Smith, Capello

3 APPROVAL OF REGULAR MEETING MINUTES FOR FEBRUARY 6, 2018 - The motion was made by Mark Barela to approve the minutes for the February 6, 2018 regular meeting Linda Wiggins seconded the motion. The vote was as follows: Yes –Sauer, Hyden, Barela, Wiggins. No – None. Absent – Young, Smith, Capello

Prior to beginning item 4 on the Agenda, Chairperson Steve Sauer began discussion regarding Linda Wiggins and Robert Young's terms ending in June. There was discussion on the process and timeline for the new member position appointments. August could be the

soonest to have the new Board Members in place. Sauer advised to have members keep potential candidates in mind so they can come to the next month's meeting. Chairperson Sauer's first term ends in June but will renew for next year. There will be a short Board for a couple of months.

4 DIRECTOR UPDATE ON REPAIRS – Ken Britt met with Dimar to determine what needs to be added to the fire alarm system. During the repairs there were only level one repairs completed. The Fire Marshal requires personal safety devices such as smoke alarms, strobe lights and sounds. Ken Britt advised he is waiting on a bid from Dimar. They cannot rent that portion of the center until the alarm system is done but the Annex is functional. Ken reported that the new sound system is in and he is working with Curtis McKinney for new light system. When we get the lights, sound system and the alarm, the timeframe to complete is June at the earliest and depending on the available budget. There was additional detailed discussion regarding the procurement process.

Ken Britt reported that staff has been working hard to get projects completed. They are looking into the garage door which is causing noise during events. They want to get an electric one that seals and closes properly. Ken Britt also advised that Lupe Ornelas has Public Works building custom made stairs for the graduation next week.

Finally, there was discussion about the upcoming completion of the sign. They agreed that it will be the right size (6 x 24) and it will provide the brightest lighting available (10,000 nits).

5 MANAGER'S REPORT – Curtis McKinney reported that events are going well. During the Chris Paronto there were some hiccups with the sound system. It was tested but during the event it the wireless cut out possibly due to interference. There approximately 600 people in attendance, the event did well financially.

Sportsman's for Fish and Wildlife was supposed to be scheduled for last weekend. It was a large event in the past. Mr. McKinney tried to make contact with Robert but he could not because he would not answer calls. He advised that once he got a hold of someone else from the agency, they informed him that there were some embezzlement issues and Robert was no longer working the event.

Mr. McKinney is trying to make changes. He reported that concerts and music are not doing as well at this time and he is trying to look for other events to keep generating income. He is planning to hold an outdoor Nissan Vehicle sale event. If it goes well, they will plan one on a quarterly basis or twice a year. This will still allow events for the Annex.

There is a Solar Car challenge coming up in July and he is looking a having a tattoo event a couple of times per year. Mr. McKinney is planning big acts and copromote when booking concerts. He will work on booking Christian, HipHop and Country. Rock events are difficult to attract since there is no longer a local radio station. Mr. McKinney is trying to focus on events that sell out such as kid shows, others like Paronto, and Comedy shows. Mr. McKinney has been

speaking to agents who have events at the Inn of the Mountain Gods and found that they pay artist double and give away event tickets to draw people into the Casino. Hobbs has a similar draw, and the City helps fund the events.

Mr. McKinney reports that May and June are booked and there a couple of dates available in July and August. He is working with organizers to possibly book meetings during the week. Mr. McKinney discussed the idea to get T.V. screens (60 inch) to be able to plug in cameras or lap tops to use during meetings.

Things are moving in a good direction with more support from the City. There are some cancelations but it seems it is more the weddings that are cancelled. Board Members are pleased to have Mr. McKinney back for a four year contract year. This allows him to plan better.

Mr. McKinney informed the members that Lodger's Tax approved \$60,000 in funding for advertising. The plan is to break it down into equal \$5,000 payments a month by saturating the competition. He will advertise in Ruidoso, Hobbs, Artesia, Las Cruces, El Paso and some international. There will be generic advertisements to encourage visiting Carlsbad and about the Civic Center, and when there is a show they will transform the ad for the show.

Chairperson Steve Sauer asked about the hotel prices. Mr. Kinney advised that the hotels are not communicating and it is very difficult to bring people from out of town. He has discussed with the Tattoo reps to see about having some RV parking spaces as a possibility.

Mr. McKinney reassured the board members that plans are moving in the right direction and are working hard to get it back to how it was. Chairperson Sauer added that having Ken as an interface is helping the process. Ken Britt advised that the new City Administrator and Community Development Director are committed to the progress. Mr. McKinney and board members had additional discussion on the Tattoo event and several other events coming up, and reference events with alcohol sales.

6 ADJOURNMENT – The motion to adjourn was made by Mark Barela and seconded by Todd Hyden. The vote was as follows: Yes –Sauer, Hyden, Barela, Wiggins. No – None. Absent – Young, Smith, Capello. The meeting adjourned at 6:58 pm


Chairperson

7-3-18
Date