

# ARENA CONVENTION/ENTERTAINMENT BOARD SPECIAL MEETING MINUTES

October 11, 2010

8:00 am

Members Present: Tom VanWyhe, Kevin Garry, Lee Otis, Teri Ellis-Schmidt, and Kraig Pomrenke

Members Absent: Mike Begeman and Susan Scott

Guests/Staff: Terry Torkildson (SMG/Arena), Lori Schnell (SMG/Arena), Scott Kavanaugh (Global/Convention Center), Krista Orsack (Global/Convention Center) and Mike Cooper (City of Sioux Falls)

## 1. Event Center Discussion

- A. The Board was given an overview of the Mayor's recommendation on the event center.
- B. A document from Populous, a consulting firm, was handed out for the Board members to read through.
- C. The requests for proposal process will be out soon and will include local and outside consulting. The RFP will be available on the website in a couple of weeks.
- D. Location Discussion
  1. The Board is passionate about the location being downtown but linking a new events center with the Convention Center/Arena makes the best sense for maximizing operating efficiencies and available flat floor space for trade shows and conventions.
  2. Significant savings per year in operating costs could be expected with an events center at the existing Convention Center/Arena site verses a downtown site.
  3. What downtown site is available for an events center and other hotel development?
  4. The current Convention Center/Arena site is in close proximity to downtown, interstate access and airport.
- E. Size Discussion
  1. The Board agreed that the 12,000 seats with the ability to expand is adequate.
  2. The number of seats should be determined by major tenants and type of events along with input from the consulting team hired by the City.
- F. Other Items Discussed
  1. The Board discussed if we need to have another face along with the Mayor to help sell this project as a public/private partnership.
  2. Private funding is critical to securing community support for bond issue financing.
  3. Primary tenant(s) should be identified before the event center is approved.
  4. We need to have one management group for all facilities.
  5. There is a need for more activities to use as selling points for room nights during the time between Labor Day and Memorial Day. The existing Arena could be used for more indoor activities during that time.
  6. Using the existing Arena would better utilize space to accommodate larger conventions and meetings that would benefit the hotel/motel industry.
  7. The Arena could become more of a multi-purpose space that has greater flexibility for sports and flat floor space needs.
  8. Regularly scheduled shuttles to downtown or mall area are needed during major trade shows or conventions.

9. Amenities in the events center should include meeting room space.
10. Consider potential market for adjacent commercial development that is within close proximity to the events center such as out lots on a portion of the existing parking lot that are connected by pedestrian walkways.

G. Recommended facilities to look at as models were the Excel Center and the facility in Evansville, Indiana.

2. Adjournment

The meeting was adjourned.

The next regular meeting will be held on November 17, 2010 at 8:00 am in the Arena Conference Room.

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Recording Secretary

CC: Board Members  
Sioux Falls Mayor  
City Council Members  
Argus Leader