

NOVEMBER 15, 1989

The Manatee County Convention and Civic Center Authority met in REGULAR SESSION at the Civic Center, Palmetto, Florida, Wednesday, November 15, 1989, at 7:30 p.m.

Present were Members:

Russell A. McInerney, Chairman  
P. Allen Schofield, Vice-Chairman  
Donald Brittain  
Walter Grace  
William Orr  
Barbara Turner  
Eugene Wiseman

Also present were:

John Graham, Director  
Kim Umana, Finance Director, representing R. B. Shore,  
Clerk of Circuit Court

Representatives of the various news media were present.

The meeting was called to order by Chairman McInerney.

#### MINUTES

Upon motion by Mr. Brittain and second by Mr. Grace, the minutes of September 20, 1989 and October 18, 1989 were unanimously approved.

#### CONSENT AGENDA

John Graham, Director, reviewed the items on the Consent Agenda for the month of October, 1989.

Upon discussion regarding the ads with Amusement Business and Profile Publications, motion was made by Mr. Orr, seconded by Mr. Brittain and carried unanimously, to approve the Consent Agenda. Items approved:

George S. Guion - Carpet Cleaner	\$1,681.80
Profile Publications - Ad in Manatee County Chamber of Commerce Newcomer Guide	1,845.00
Amusement Business - Ad in Audarena Stadium Guide	2,350.25
Hawn Amex - Grounds Maintenance	1,568.50
Sysco - Food for Resale	1,002.51
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#### FINANCIAL REPORT

The Financial Report was deferred to the December meeting.

#### UTILIZATION REPORT

The Director submitted and reviewed the Utilization Report and Comparison for October, 1989.

#### BUSINESS CONTACTS

Mr. Wiseman reviewed a list of businesses to contact in order to increase Civic Center attendance.

Discussion: Block tickets; most of those businesses listed have been contacted; reviewed procedures for bulk mail brochures.

#### PUBLIC RELATIONS SERVICES

Upon request that a guideline be provided in order to address the community regarding public relations, the Director reported a program is being established by Doug Jones, Public Relations Service, for the staff, Board and the Guild to provide better presentations to the public, civic and service clubs, etc.

Mr. Orr gave a brief update regarding the status of the Guild, and noted he will be requesting a list of names to be appointed to the Guild from Authority members.

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**STANDING COMMITTEES**

Mr. Brittain recommended a committee be established to review/analyze the Budget and Financial Statement with the Director and Clerk's Office prior to Board meetings to enable members to be more informed with budget and financial matters.

Discussion: Suggest one Authority member be appointed; begin budget preparation earlier; one Authority member attend Tourist Development Council (TDC) meetings; TDC funds.

The Director submitted a memo (11/9/89) from Jim Seuffert, Office of Management and Budget, stating the Civic Center will be receiving an additional \$53,735 unanticipated revenues from TDC funds.

Motion was made by Ms. Turner, seconded by Mr. Orr and carried unanimously, to nominate Mr. Brittain to represent the Committee regarding Budget and Finance matters as recommended.

**OGDEN ALLIED PRESENTATION**

Douglas Logan, representing Ogden Allied Facility Management, introduced R. Dana Warg, Vice President of Operations, and Dan Davis, Manager of three facilities in Escambia County.

Mr. Logan gave a brief presentation outlining the background of the company which provides full facility management and serves a broad range of public assembly facilities throughout the country. Ogden Allied is a full service promotional organization, as well as handling all promotional functions involved in producing each event. He emphasized Ogden's main purpose is to generate activity.

Discussion: Food and beverage service; promotions are not offered as an isolated service; methods of handling existing employees; set up existing staff under private sector policies rather than public sector policies; Civic Center's limited size for concerts; Ogden is able to route well-known performers to entertain in smaller halls; questioned if concessions generate a large portion of the revenue; Ogden can provide bookings for the Civic Center; status of manager's position; providing higher level of professional expertise; financial budget; methods of promotional advertising in magazines such as Amusement Business; working capital; Ogden familiar in dealing with county government; TDC; next steps if Board approves contract.

(Mr. McInerney absent for a portion of discussion; Mr. Schofield presiding)

(Mr. Schofield absent for portion of discussion)

Recess/Reconvene. All members present.

**JOE RUSSO - PROPOSAL**

Pursuant to several presentations presented by Mr. Russo, the Chairman and the Director submitted and reviewed a list of guidelines in order to obtain input. The subjects listed were: 1) Information; 2) Liquor License; 3) Employees; 4) Promotions; 5) Financial.

Discussion: Requested a credit report; kitchen staff to report to Mr. Russo; Civic Center would monitor certain levels of kitchen service, etc.; Civic Center may not have control over kitchen employees; required to use computer registers for concessions to monitor sales; TDC funds not to be included as income and set aside for capital repairs; capital improvements costs; letter of credit; profits to be determined on a quarterly basis; capital and operating expenses; requested "dismissal clause" be added to guideline list, upon attorney's review; dismissal clause to include a 30 day notice with cause or a 90 day notice without cause by either party; Mr. Russo's experience with food service business; legal proceedings for bidding to other companies; designate signature on contracts with promotions; Mr. Russo will work in food service and promotions; Civic Center would control all bookings.

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A special meeting will be scheduled to determine a decision as to the proposals submitted.

**TOMATO FESTIVAL**

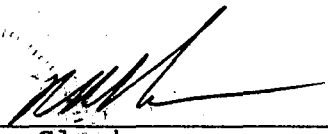
The Chairman submitted schedule for the members manning Civic Center Booth at the Tomato Festival on November 17-19, 1989.

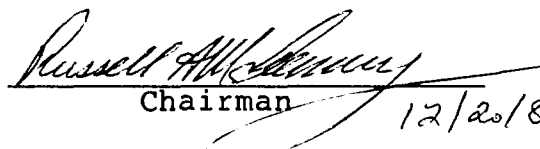
**MEETING ADJOURNED**

There being no further business, the meeting was adjourned.

Attest:

APPROVED:

  
Clerk  
Adj: 11:06 p.m.  
/dmh

  
Chairman 12/20/89