

JANUARY 17, 1990

The Manatee County Convention and Civic Center Authority met in REGULAR SESSION at the Civic Center, Palmetto, Florida, Wednesday, January 17, 1990, at 7:31 a.m.

Present were members:

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

Absent were members:

William Orr  
Barbara Turner

Also present were:

Suzanne Quick, Assistant Director  
Wanda McBrearity, Assistant 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

Motion was made by Mr. Wiseman, seconded by Mr. Schofield and carried unanimously, to approve the minutes of December 8, 1989.

Motion was made by Mr. Schofield, seconded by Mr. Brittain and carried unanimously, to approve the minutes of November 1, 1989 and December 12, 1989.

#### FINANCIAL STATEMENTS

Mr. Brittain presented the Financial Reports for September, October, November and December 1989. He reviewed the December Report, including depreciation.

Discussion: Indicating depreciation by footnote; figures are misleading; necessary repairs; advertising income lower than expected.

J. C. Shafranek, Sales, stated there was difficulty in selling time on the Marquee. He stated free advertising may be attempted in order to attract business interests.

Doug Jones, Public Relations, stated the problems in selling time were 1) size of the market and 2) no base of experience in the market.

Discussion: Test marketing; slow sign turn-around time; tourist attendance figures; outstanding figures; promotions; surveys of events public want, etc.

Mr. Jones questioned the amount budgeted for publicity of promotions. He suggested working with local radio stations.

Discussion: 43 percent of promotions budget spent; 13 percent of income received; advertising 3 to 4 weeks ahead of event; sufficiency of advertising by promoters; spending to advertise for outside promoters; history of in-house promotions.

It was determined to hold a special meeting January 31, 1990 at 7:30 a.m. to discuss promotions. Suggestion was made to invite former Chairman, Stuart Gregory, to relate past experiences with in-house promotions.

Motion was made by Mr. Grace, seconded by Mr. Wiseman and carried unanimously, to accept the Financial Statements.

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**CONSENT AGENDA**

Upon motion by Mr. Wiseman and second by Mr. Brittain, the Consent Agenda was unanimously approved. Items approved:

Florida Department of Revenue - Sales Tax Audit	\$1,798.60
National Chemsearch - Elec Cleaner & Drain Opener	1,110.80
General Electric Co - Walkie Talkies	2,496.00
Florida Power & Light - November	7,471.50
Hawn Amex, Inc. - Grounds Maintenance	1,568.50
Maverick Meat & Seafood - Food for Resale	1,067.72
Sysco Food Services - Food for Resale	1,542.71
	1,015.90
	1,199.32
Bay Distributors, Inc. - Alcohol for Resale	1,299.35
Twin City Distributors - Alcohol for Resale	1,020.00

**UTILIZATION REPORT**

Suzanne Quick, Assistant Director, submitted November and December 1989 Utilization Reports.

It was requested that a graph be prepared for comparison with the previous year. Ms. Quick stated a series of five graphs are being prepared covering the history of the Center.

**LANDSCAPING - XERISCAPE GRANT**

Peter Nalen, Hawn Amex, Inc., stated that certain of the original trees had not been planted or cared for properly causing them to die.

He submitted a proposal to create a major low water use landscape model (Xeriscape) with a grant from the Southwest Florida Water Management District (SWFWMD).

The Manasota Basin Board, through Karen Collins, County Environmental Services Coordinator, relayed approval of the proposal to SWFWMD. Due to time restraints he submitted the proposal before approval by the Authority, however, he requested approval to proceed with a plan.

Discussion: Alkaline condition of soil; poor drainage; maintenance of the project; potential of largest xeriscape model in the State; educational possibilities; public relations potential, etc.

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

Motion was made by Mr. Wiseman, seconded by Mr. Schofield and carried unanimously, to approve the plan to proceed.

(Depart Mr. Grace)

**ROOF REPAIRS**

Mike Black, Maintenance, stated roof repairs have begun and it should take seven days to complete minor repairs (leaks over meeting rooms). He referred to a report by Jack Olsen, roofing consultant, evaluating the roofing and roof flashings.

(Enter Mr. Grace)

**SURGE PROTECTION**

Mr. Black stated that five companies are preparing estimates for surge protection, as recommended by TECO in prior meetings.

**ROOF REPAIRS**

Mr. Wiseman suggested either calling a special meeting or setting aside time at the next regular meeting for a discussion of the history of the roof problems and invite Mr. Gregory to the meeting.

Discussion: Quality of advice by construction attorney (Gregory Haller); obtain copies of reports from Mr. Haller and Authority members, etc.

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**SETTLEMENT - DAVID GAMBLE**

Ms. Quick requested ratification and confirmation of a settlement (\$800) with David Gamble, former employee, based upon a complaint to the Equal Employment Opportunity Commission.

Motion was made by Mr. Wiseman, seconded by Mr. Grace and carried unanimously, to approve (ratify and confirm) payment of \$800 to Mr. Gamble.

RECORD S9-46

**REFUNDS**

Motion was made by Mr. Schofield, seconded by Mr. Grace and carried unanimously, to approve a refund (deposit) of \$1,150 to Aridondo Productions.

Motion was made by Mr. Wiseman, seconded by Mr. Grace and carried unanimously, to approve a refund (tax overcharge) of \$106.41 to Harry Bakker.

(Depart Mr. Schofield)

**GUILD**

Mr. Jones stated the purpose of the Guild was to raise support for the Convention and Civic Center through contributions. He submitted a copy of the proposed By-Laws.

(Enter Mr. Schofield)

Discussion: Logo; Cable TV program; video presentation; Convention and Visitors Bureau video; endowment fund; goals; enterprise zone; benefits to members, etc.

**PRESENTATION**

Mr. Jones advised that he has prepared a speech for Authority members to present to local clubs/businesses. He stated Mr. Schofield has delivered the speech to the Kiwanis Club.

**SEATING**

The Chair relayed a request to install railings for the bleacher seats. The Assistant Director was instructed to review the possibility.

**PERSONNEL**

The Chair advised that Ms. Quick had received a diploma from the IAAM.

**LIABILITY INSURANCE - AUTHORITY MEMBERS**

It was requested that a report be made regarding individual liability for Authority members.

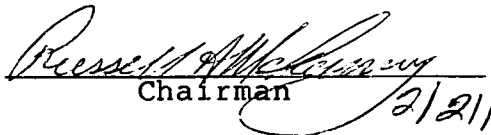
**MEETING ADJOURNED**

There being no further business, the meeting was adjourned.

Attest:

APPROVED:

  
Clerk

  
Chairman

Adj: 10:10 a.m.  
/sgf

2/21/90