

**Civic Center Board
Executive Committee
Thursday, November 21, 2019
2:30 P.M. – Century Center Sales Room**

Present

Aaron Perri, President
Roland Kelly, Secretary
Michael Neises, Vice Pres. (via teleconference)

Absent

David Varner, Treasurer

Staff

Jeff Jarnecke
Mary Ellen Smith

Others

Aladean DeRose, City Attorney

President Perri called the meeting to order at 2:35 p.m.

Jeff Jarnecke reviewed the consultant agreement as proposed by Esports Entry Advisory (EEA) to provide analysis for the planned renovation of Bendix Theater into an esports venue. The agreement includes analysis of like venues, pricing strategy, information on how to penetrate the esports market, promotion, physical and technical renovation including video boards, wiring, cables, computers, etc. Craig Liston, Regional Vice President at SMG, suggested the group after they gave a presentation to SMG. The final report would be complete in January 2020.

Discussion followed about giving the group enough time to do a good job. The target completion date for much of the renovation would be April 2020 to be ready for a July tournament and grand opening.

Aladean DeRose reported that the Board of Public Works will work to approve new carpeting and seating to be separate from the infrastructure and components. The Board of Public Works oversees the best use of public funds and delaying carpeting and seating would be adding dollars to the project. Discussion followed on awarding pieces of projects to women and minorities, if qualified bids or quotes are submitted.

Further discussion followed on the goals of the Esports Entry Advisory to advise on market research, how esports equipment interacts with other equipment, how to renovate within the \$2 million budget, and making the best decisions today to expand in the future. When the group met with staff at Century Center, they envisioned utilizing Convention Hall, Discovery Ballroom and the Bendix Arena for tournaments. The group has forwarded RFPs to Century Center to host two future esports events. Perri commented that the \$100,000 consultant fee is 5% of the total project cost vs. the typical consultant fees of 10-15% cost of a project.

Perri entertained a motion to accept the Esports Entry Advisory agreement and then ratify it at the Civic Center Board of Managers at the next meeting on January 8, 2020. Roland Kelly motioned to approve; Neises seconded and motion carried.

Adjournment

With no further business, Perri called for adjournment at 2:55 p.m.