

**TOWN COUNCIL
WORKSHOP MEETING
MAY 14, 1997**

The meeting was called to order at 6:08 p.m and began with the Pledge of Allegiance. Present were Mayor Venis, Vice-Mayor Santini, and Councilmembers Bush, Cox, and Kiar. Also present were Town Administrator Flatley, Town Attorney Webber, and Town Clerk Reinfeld recording the meeting.

1. Arena Management

Herb Hyman, Procurement Manager, provided a summary of the additional information regarding the three arena proposals which had been requested by Council.

Christopher Wallace, Director of Budget and Finance explained several areas including personnel costs. Sharon Pierce-Kent, Director of Community Services, also defined many personnel costs. Vice-Mayor Santini inquired about various expenses and revenues.

Jerry Baron and Mitch Styers, representing Global Facility Services (GFS), made a presentation and answered questions from Council.

Tom Hillgrove, representing Recreational Management Services Corporation (RMS), made a presentation and answered questions from Council.

Bart Whitaker, representing International Services of Atlanta, Inc. (ISA), made a presentation and answered questions from Council.

Mayor Venis asked if anyone from the public wished to speak on this issue.

Ron Bergeron related that he had reviewed all three proposals and had found no negative impact. He remarked that the arena was a historical site and any management firm should ensure that the arena retain its integrity.

Jane Ariola, a Davie resident, recommended that Council review local assistance offers, such as the \$150 tractor bid and added that many citizens would be willing to provide weekly help. She suggested that Special Projects Coordinator Bonnie Stafiej might be able to accomplish more tasks if an assistant was provided.

Tim Sheehan stated that there was an ongoing process to hire a full-time manager to promote WestFair. He suggested that Council consider sharing the individual hired and providing an advisory board for the manager, rather than hiring an outside firm.

John Cassare, a Davie resident, suggested considering a single person within the Town to work as a liaison with all three firms. He said that the Town's interests needed to be protected.

LeeAnn Sullivan, a Davie resident, inquired about ticket prices, event possibilities, future bookings, increased attendance, concessions, maintenance fees and event costs. Discussion followed on fees, concerts and other events.

Sam Ariola, president of the Davie Rodeo Association, said he liked all three proposals and mentioned the arena's history. He reviewed several annual events.

Phyllis Kowal recalled the original, lengthy presentations from the three companies. She stated that the presenters had suggested closing in the arena and installing air conditioning and inquired if those suggestions had been eliminated. Ms. Kowal encouraged maintaining the integrity of the arena.

Ms. Kowal recommended hiring someone from within the Town and waiting one year or more before contracting outside.

Michael Davenport, a Davie resident, suggested that the following three criteria be followed: response to demand, an adequate return on investment and to reflect the uniqueness of Davie. He also suggested that local talent be explored.

Judy Paul recommended that the arena be maintained as it was for historical purposes and inquired about the origin of outside management of the arena. She suggested that a resident survey be conducted.

Councilmember Cox stated that the arena was a community facility rather than a profit center and indicated that operating costs would probably be better served through a private firm. She commented on the RMS approach.

Vice-Mayor Santini expressed that her biggest concern was with the arena's marketing. She said promotions could not be as effective if done locally.

Councilmember Kiar questioned the costs attributed to personnel and supplies with Mr. Wallace providing an explanation.

Mayor Venis stated that he did not think it was feasible for the Town to turn over the arena management to an outside company. He suggested that the Town staff explore the proposal with the Boys and Girls Club or hire someone to assist with marketing. Mayor Venis recommended that costs be tracked. Mr. Wallace explained that costs were tracked on the enterprise fund; however, Council had eliminated the enterprise fund. Mayor Venis suggested that the Town be given the opportunity to improve and recommended that a committee be formed. Councilmember Bush suggested that the citizens form their own committee and provide a recommendation to Council.

Mr. Bergeron recommended that Council focus on the arena as a recreational facility. He suggested Council postpone hiring a management company at this time.

Vice-Mayor Santini suggested that the Town allow three to six months to improve marketing. Councilmember Cox agreed but felt that more time was needed. Mayor Venis indicated that more time was needed as this was a slow period in the year. Councilmember Kiar also agreed and liked the idea of a citizen's committee. He added that he would like the arena compared to a large park.

Mr. Wallace suggested that turnstiles be installed to track attendance.

Councilmember Kiar restated that the arena was part of the Town's heritage and stressed the need to maintain the historical integrity.

There being no objections or further business, the meeting was adjourned at 8:55 p.m.