



NOTICE OF A PUBLIC MEETING
AN AGENDA OF A REGULAR MEETING OF THE CIVIC EVENTS ADVISORY BOARD
THE CITY OF SAN ANGELO, TEXAS
11:00 a.m. – Thursday, June 26, 2014
McNease Convention Center, South Meeting Room
501 Rio Concho Drive

THE MCNEASE CONVENTION CENTER IS ACCESSIBLE TO PERSONS WITH DISABILITIES. ACCESSIBLE ENTRIES AND SPECIALLY MARKED PARKING SPACES ARE AVAILABLE AT BOTH MAIN ENTRANCES AT SURBER DRIVE AND RIO CONCHO DRIVE. IF ADDITIONAL ASSISTANCE IS NEEDED TO OBSERVE OR COMMENT, PLEASE NOTIFY CIVIC EVENTS MANAGER ANGELICA PENA AT THE CONVENTION CENTER OR AT 653-5328 AT LEAST 24 HOURS PRIOR TO THE MEETING.

In an effort to provide our viewing public with information on the various City Boards and Commissions, this meeting will be recorded and broadcasted on Local Government Channel 17 every Wednesday at 3pm, all month long. For a schedule of all broadcasts, contact the Public Information Office at 481-2727 or visit our Web site at www.cosatx.us.

As a courtesy to those in attendance, please place your cell phone on "Silent" or "Vibrate"

I. OPEN SESSION

A. Call to Order

B. Public Comment

The Board takes public comment on all items in the Regular Agenda. Public input on a Regular Agenda item will be taken at its appropriate discussion. Public input on an item not on the Agenda or Consent Agenda may be identified and requested for consideration by the Board at this time. The Board may request an item to be placed on a future agenda, or for a Consent Agenda item, to be moved to the Regular Agenda for public comment.

II. CONSENT AGENDA

1. Consideration of approving May 29, 2014 meeting minutes.
2. Presentation of monthly financial report and event calendar.

III. REGULAR AGENDA: PUBLIC HEARING AND COMMENT

3. Consideration of a request from St. Mary's Catholic Church to waive a portion of the City of San Angelo's concession proceeds received from San Angelo Host for their July 26th concert at the Bill Aylor Sr. Memorial River stage and any action in connection thereto.
4. Discussion regarding River fest 2014 event details and sponsorships collected to date.
5. Discussion regarding expansion of the McNease Convention center.
6. Announcements and solicitation of future agenda items.
7. Adjournment.

Given by order of the CIVIC EVENTS ADVISORY BOARD and posted in accordance with Title 5, Texas Government Code, Chapter 551, June 23, 2014 at 9:00 am



Angelica Peña, Civic Events Manager

The regular monthly meeting of the Civic Events Advisory Board was held at 11:00 a.m. Thursday, May 29, 2014, in the Council Chambers of the McNease Convention Center, 501 Rio Concho Drive.

Civic Events Advisory Board members present: Timothy Condon, Scott Zaruba, Mikala Brownfield, Darlene Jones, and Don Barnhart.

Civic Events Advisory Board members absent: Mark Stevenson

Staff members present: Angelica Peña, Civic Events Manager; Don Maynard, Parks and Recreation Business Analyst

Guests present: Pamela Miller, Convention & Visitor's Bureau.

I. OPEN SESSION

A. Call to order: Mr. Zaruba called the meeting to order at 11:01 a.m.

B. Public comment: Ms. Peña announced that Robert Banskter resigned from the board and that the City Clerk informed her that she does have an application on file to fill the vacancy.

II. CONSENT AGENDA

1. Consideration of approving April 24, 2014 meeting minutes.

2. Presentation of monthly financial report and event calendar. Mr. Condon made a motion to approve the consent agenda as presented, Mrs. Brownfield seconded. Mr. Zaruba called for the vote, motion passed unanimously.

III. REGULAR AGENDA: PUBLIC HEARING AND COMMENT

3. Introduction of new board member: Donald Barnhart. Ms. Peña introduced Mr. Barnhart and mentioned that he currently is a member of the Parks & Recreation advisory board. Mr. Barnhart said it was nice to meet everyone.

4. Consideration and discussion of amending the facility discount section of the Civic events Facility policies and any action in connection thereto. Mr. Zaruba mentioned that this policy may change in the future once the policies and procedures committee have amended the current guidelines. Ms. Peña gave an overview on how the existing facility discount policy works. Mrs. Jones asked if it is feasible for conventions to bring in 200 or more room nights. Ms. Peña said that it is and in looking at

records dating back to 2008, there have been 4 instances where a convention group took advantage of the discount. Mr. Condon and Mr. Zaruba discussed perhaps amending the definition of an “established event” by allowing events that have less than 3 years experience to take advantage of the discount. Mr. Zaruba said with new hotels coming to town, it may be easier for convention-goers to book, he also mentioned that the excess HOT dollars can be used to “buy” groups to come into town. He recommended not amending the current. Price of hotel rooms in 2008 were much lower than they are currently. General discussion took place regarding new hotels. Mr. Condon said it made sense to lower the room night requirement. Mrs. Brownfield stated that the “established event” definition was put in place so that one-time large events wouldn’t receive a facility discount; this policy was to attract conventions and groups that would utilize hotel rooms for more than just one night. Mrs. Jones asked how many conventions were lost due to not having any rooms available. Pamela Miller came into the podium and mentioned that this discussion was started from a recent experience with the Feast of Tabernacle group. Mrs. Miller stated that the CVB lost 5 conventions who complained of high room rates and/or costs. Mrs. Jones asked Pam to give a round figure on an economic impact that the lost conventions would have brought to down. Mrs. Miller estimated that there were 17 nights at 150 room nights per night were lost. Mrs. Miller mentioned amending the policy to include a minimum number of convention days. Mrs. Jones said she was in favor of offering incentives to try and keep all of the hotels full. Mr. Barnhart asked how far ahead is a convention being booked and Mrs. Miller said they are going after 2016 conventions. Mrs. Brownfield explained the process of when a new hotel can bid on rooms for upcoming conventions. Mr. Barnhart asked what would attract more conventions, more hotel room available in San Angelo or discounted facility rates? Mrs. Miller said both would be attractive, it depends on the needs of the client. Mrs. Miller said Vietnam war veterans and reunions are two new emerging groups, and they won’t have an established history so it would be wise to amend the definition of an established group. Mr. Zaruba was in favor of not making any adjustments and waiting until the full policies were amended. Mr. Condon said it seemed practical to make a temporary change. Mr. Zaruba made a motion to suspend the current discount policy and allow Ms. Pena to adjust the policy on a case by case basis until the remainder of the policies and procedures have been revised. Mrs. Jones seconded the motion. Mr. Zaruba called for the vote, the motion carried unanimously.

- 5. Update on Convention center marquee.** Ms. Peña provided a brief overview on the marquee bidding process to date and went over the specifications for the new sign. Ms. Pena also discussed that staff recently researched the stability of the existing marquee base and found that the base is indeed made up of solid concrete. She explained that she received

quotes using two different cooperative purchasing systems, TIPS/TAPS and Buyboard. Ms. Peña mentioned that she was pleased with the pricing received through the cooperatives however she had been contacted by several local sign companies who felt that it was unfair that the City did not allow them to bid. Accepting a quote from one of the cooperatives would not allow the City to accept any other bids, local or not. In order to allow local companies to bid, the City would have to send out a request for bid/proposal. Since the marquee project is not a time sensitive project, staff felt that it would be wise to put out an RFQ/RFP.

6. **Update on Foster Communications Coliseum roof project.** Ms. Peña gave a quick update on the status of the Coliseum roof project. She mentioned that the project started May 15 and the progress has been slow but steady. Ms. Pena commended Harrison Roofing for the work they have done. To date, 6,000 sq. ft. had been scarfed and two layers of synthetic underlayment were installed. Ms. Peña mentioned that the recent Memorial Day rains did cause the contractors a little hardship but that they worked around the clock to try and cover up any exposed portions. The removal of the existing roof is the most time consuming part of the job. Ms. Pena said that tectum decking has been ordered and so has the Durolast roofing material. Mrs. Jones complemented Steve Kalnbach and the rest of the Civic Events staff who worked during the May 25th indoor football game. She also commended Steve and the way he handled a tornado watch situation.

7. **Announcements and solictiation of future agenda items.** No future agenda items were offered.

8. **Adjournment:** Mrs. Jones moved to adjourn the meeting, Mr. Condon seconded, the motion passed unanimously. Meeting adjourned at 11:52 a.m.

Next regular meeting: 11 a.m. Thursday, June 26, 2014

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: June 23, 2014
Re: Consideration of a request from St. Mary's Catholic Church to waive a portion of the City's concession proceeds.

St. Mary's church has approached the Civic Events department to appeal the price of beer for a Tejano concert event they are having on July 26th, 2014. Attached is the letter Pastor Faylona sent to our department. Basically, they would like to offer concert-goers a lower price for beer. Carlo of San Angelo Host and I met on this issue to discuss options. On one hand, I do not like entertaining requests of this nature because I feel that it sets a precedent for future requests. The City of San Angelo has contracted with a concessionaire to set up food and alcohol services to our City owned venues and the partnership works well, most of the time. There are cases where San Angelo Host sets up for an event and may actually lose money, and we should be conscientious of that fact.

The bottom line in this matter is that the Church would like to offer concert-goers a \$4 beer, rather than a \$5.50 beer. They feel that the price is too steep for their market demographic and church congregation. Carlo and I sat down and discussed this matter at length and offer the following suggestions to the board.

In order to achieve the \$4 per beer price that the Church is asking for, San Angelo Host would have to give up 14% of their profit and the City of San Angelo would give up 14% of what San Angelo Host would normally pay the City. As it stands, SA Host pays the City 25% of total alcohol sales, in this case they would only pay the City 11% of total alcohol sales, a reduction of 14%.

At Thursday's meeting, the board can opt to adjust the percentage for this event on a one-time basis, amend the request, or deny it all together.



SAINT MARY CATHOLIC CHURCH

11 West Avenue N San Angelo, TX 76904 (325)655-6278

The City of San Angelo
The City Council
Attn: Miss Angelica Peña
510 Rio Concho Drive
San Angelo TX 76903

June 19, 2014

Dear Miss Peña and the City Council:

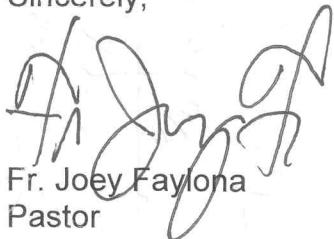
On behalf of the community of St. Mary's Catholic Church, we would first like to thank the City of San Angelo for the opportunity to hold a major event at the Riverstage Theater on July 26th. It is an honor to be able to bring revenue for our Church and the City of San Angelo itself.

But, keeping in mind that we are a non-profit organization, we would want to appeal the prices and restrictions of some of the items on the said venue that the city of San Angelo has control over. We feel a need to appeal, most of all, the price of the beer that is to be sold at the venue. And although we have no monetary gain from the sale of the said product, we feel that the price is quite prohibitive for the target consumers we project to have on the day of the event. For one thing, we feel that the price might limit the number of clientele we would attract and secondly, our planned event is going to be an all-afternoon to night affair. We think that this would drive the people who will attend the event to leave the grounds and seek other sources and not get to enjoy the concert event as a whole.

We also feel that if we have a very successful event at this venue, we would be able to host such an event for the next years to come. This would certainly mean more revenue for the City of San Angelo as well.

We hope for the City Council's favorable consideration of this matter.

Sincerely,



Fr. Joey Faylona
Pastor

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: June 23, 2014
Re: Discussion regarding River fest 2014 event details and sponsorships collected to date.

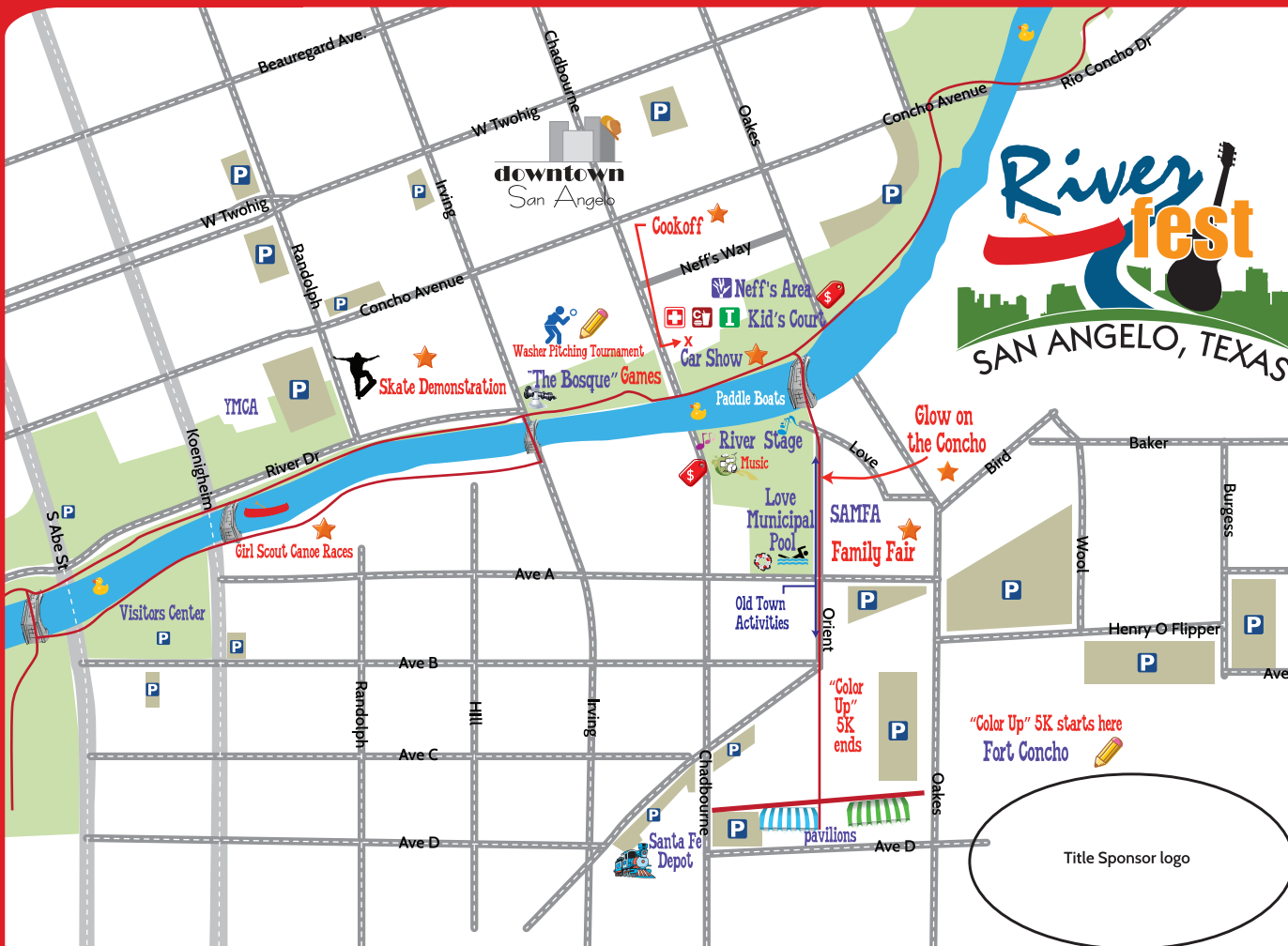
The Parks and Recreation department as well as the River fest committee have been working together to go over this year's River fest event. We have decided to keep a lot of the events we felt were successful last year, such as the washer pitching tournament and kid's court area. Attached is a preliminary schedule of events for this year's event. We will go over the events at Thursday's meeting.

One thing that is different about this year is the way we are handling sponsorships. We have decided to put together a River fest specific package which better defines each sponsorship level. The sponsorship material is attached for your review. The sponsorship categories are as follows:

Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$500
Gold In-kind sponsor	\$5,000
Silver In-kind sponsor	\$500
Downtown opportunity	\$50

To date we have received pledges for the following sponsorship levels: 1 Platinum sponsor, 1 gold sponsor, 3 silver sponsors, and 2 donations in the "other" category, which total \$17,800. Our goal for this year is to raise \$30,000, so we are about halfway there. The event takes place one month earlier than last year, so we are going to have to start securing more sponsors. Carl White, Parks & Recreation director, plans to present the sponsorship information to City Council in July, as part of an update on the event. This item is merely a discussion item, to let the board know where we stand in the planning process of the event.

2014 River Fest Event Schedule



Friday, Sept. 19th

7:00 pm - 12:00 am :

- Friday Night Concert at Bill Aylor Sr. Memorial RiverStage
Los Tejanos, Ricky Valenz, Grupo Massore, & Los Palominos.
Gates open at 6pm

Saturday, Sept. 20th

9:00 am - 11:00 am :

- "Color Up" 5K starts at Fort Concho Parade Grounds.
Ends at El Paseo Pavilions

9:30 am - 12:00 pm :

- Lily Fest Civic League Park (with tours continuing in the afternoon)

10:00 am - 12:00 pm :

- Golf Tournament at Santa Fe Golf Course. 3 player scramble

10:30 am - 4:00 pm :

- Family Fair at SAMFA & El Paseo de Santa Angela

10:30 am - 7:00 pm :

- Kid's Court-activities for kids: petting zoo, pony rides, games, inflatables, etc. Neff's Area

- 10:30 am - 7:00 pm : Street Performers

- 10:30 am - 7:00 pm : Car & Motorcycle Show Neff's Area

- 10:30 am - 7:00 pm : Vendors Neff's Area

- 10:30 am - 7:00 pm : Paddle Boats Celebration Bridge

- 10:30 am - 7:00 pm : Bocce Ball & Chess "The Bosque"

10:30 am - 7:00 pm :

- Skate Demonstration/Competition Skate Park

11:00 - 7:00 pm :

- Washer-Pitching Tournament at "The Bosque"

- 11:00 am - 4:00 pm : Cookoff Neff's Area

1:00 pm - 7:00 pm :

- Soundstage Artists & Songwriters Assoc. Chadbourne Stage

1:30 - 3:30 pm :

- Canoe Races on river from Koenigheim to Irving
Girl Scouts participate

7:30 pm - 9:00 pm :

- "Glow on the Concho" a fun stroll along the Concho River
with glow sticks and more!

8:00 pm - 12:00 am :

- Saturday Night Concert Bill Aylor Sr. Memorial Riverstage
Name of bands here Gates open at 7pm

- Registration Required Free Event Ticketed Event



- Concessions
- Volunteer Check-In
- Parking
- First Aid
- Information
- River Trail



River Fest 2014 Budget

(as of June 23, 2014)

Revenues:

\$20,000 sponsorships
\$10,000 Color Up 5K
\$8,000 concessions proceeds
\$5,000 ticket sales, Saturday night concert
\$500 vendor fees for booth set ups
\$750 Kids' Court activities and paddle boats
\$3,500 t-shirt sales

\$47,750 note, does not include in-kind support

Expenses:

(\$3,500.00) advertising, signs and brochures (development and production)
(\$4,000.00) portable restrooms and hand-washing stations
(\$3,500.00) T-shirts
(\$3,000.00) insurance
(\$5,000.00) Kids' Court (inflatables, petting zoo, tents, etc.)
(\$10,000.00) musical performances, Saturday night (self-promoted)
(\$5,000.00) sound system for concerts
(\$2,500.00) security
(\$150.00) badges for staff and volunteers
(\$350.00) volunteer support
(\$250.00) temporary laborers
(\$250.00) tickets
(\$2,000.00) miscellaneous
\$0.00 no charge for golf carts, dumpster, trash cans and recycling containers

(\$39,500.00)

\$8,250.00

Notes:



RIVER FEST

Sponsorship Packages

SILVER SPONSOR \$500

Company will be an official River Fest sponsor, sponsoring a specific area or activity.

- Company name, logo and location will be listed on the River Fest web page.
- Company will have the opportunity to provide employees/volunteers to work the event and interact with event guests.
- Company may display 1 banner at a designated location at the area or activity they sponsor.
- Company logo will be shown on the event brochure as a Sponsor.

LOCATIONS AVAILABLE FOR SILVER SPONSORSHIP

LILY FEST	PADDLE BOATS	SOUNDSTAGE/ARTISTS
VENDOR AREA	KIDS COURT	GAMES COURT

DOWNTOWN OPPORTUNITY \$50

Identify your downtown business on the River Fest map for only \$50



IN-KIND SPONSORSHIPS

In-kind sponsorships \$5000 and over receive Gold Level

In-kind sponsorships \$500 receives Silver Level

I WANT TO BE A SPONSOR

TO BECOME A SPONSOR FOR THIS EVENT, PLEASE CONTACT
CARL WHITE 325-657-4450 /CARL.WHITE@COSATX.US
ANGELICA PENA 325-653-9577/ANGELICA.PENA@COSATX.US

ABOUT OUR EVENT

River Fest is the City's celebratory event that highlights the North Concho River in downtown San Angelo. The event celebrates the river and its improvements, downtown, the arts, recreation, music and more!

This year, the event will be held on September 19 and 20 (Friday evening and all day Saturday).

The event includes concerts at the Bill Aylor, Sr. Riverstage Friday and Saturday nights, a "Rock the Paint" 5k that builds on last year's wildly popular Color Up 5k, a golf tournament at Santa Fe Golf Course, the 8th annual Lily Fest at the International Water Lily Collection, a family fair at the San Angelo Museum of Fine Arts, a Kids' Court at Neff's packed full of affordable games and activities for kids, a car and motorcycle show, games at "The Bosque," a washers pitching tournament at "The Bosque", Girl Scout canoe races, paddle boats, a chili cook-off, arts and crafts vendors and much more!

Attendance at last year's River Fest approached 8,000 people and we expect this year to exceed 10,000. It's a great way to market your business, get personal contact with a large portion of the community and show how your business supports the community.

We would love to have your business join us to create a successful and popular event and celebrate River Fest.

SPONSORSHIP CATEGORIES

PLATINUM SPONSOR

\$10,000

GOLD SPONSOR

\$5,000

SILVER SPONSOR

\$500

GOLD

IN-KIND SPONSOR

\$5000

SILVER

IN-KIND SPONSOR

\$500

PLATINUM SPONSOR \$10,000

The platinum sponsor will enjoy the title of being the title sponsor of the entire event. Name recognition will be available throughout the event.

- Company name, logo and location will be listed on the River Fest web page.
- Company will have a premier booth location at a centrally designated location (Neff's).
- Company will be recognized during social media blasts DIRECT REACH 10,000.
- Company will be recognized during TV PSAs. (12 minimum)
- Company will be recognized during radio PSAs. (12 minimum)
- Company will be recognized in all print ads for this event (2 minimum)
- Company will be recognized during City cable channel PSAs. (how many runs)
- Company may provide 4 banners that can be displayed at centrally designated locations.
- Company receives free rental of the Love Municipal Pool area for a private party during the Saturday night concert. Capacity: 700+ VALUE \$700
- Company volunteer opportunities to interact with the public.
- Company logo on 2,000 event brochures
- Company logo on 500 event t-shirts available for public purchase



GOLD SPONSOR \$5,000

Company will be an official River Fest Concert Sponsor (except in-kind sponsor). Company name, logo and location will be listed on the River Fest web page. Company will be recognized during social media blasts (City's facebook following is approaching 10,000).

Company will be recognized during TV PSAs. (6 minimum)

Company will be recognized during radio PSAs. (6 minimum)

Company will be recognized during City cable channel PSAs. (6 minimum)

Company will have a booth location at a central area at the RiverStage (except in-kind sponsor).

Company will have the opportunity to provide employees/volunteers to work the event and interact with event guests.

Company may display 2 banners that can be displayed at a centrally designated location at the RiverStage.

Company receives 20 tickets to the sponsored concert.

Company logo will be shown on the event brochure as a Concert Sponsor (in-kind sponsors will be shown on event brochure but not as concert sponsor).

Company logo will be shown on the event t-shirt.



Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: June 23, 2014
Re: Discussion regarding expansion of the McNease convention center

There has been discussion in the past regarding expansion plans for the McNease Convention center. Our board president, Scott Zaruba, has requested that we discuss the idea once again to see where the board's interest lies in pursuing this option. At this point, I do not have any cost estimates to share. This item will be a general discussion on the idea.