



CITY OF HENDERSON COMMISSION ON CULTURAL ARTS & TOURISM AGENDA

October 16, 2014
4:30 p.m.
Meeting Inquiries: 702.267.2112

Henderson Convention Center
200 S. Water Street
Henderson, NV 89015

Notice to persons with special needs: For those requiring special assistance or accommodation to attend or participate in this meeting, arrangements for a sign language interpreter or services necessary for effective communication for qualified persons with disabilities should be made as soon as possible, but no later than 72 hours before the scheduled event. Listening devices are available for persons with hearing impairments.

Please contact D'Ann Sas at (702) 267-2112 or TTY: 7-1-1, **at least 72 hours in advance** to request a sign language interpreter. You may also submit your request by using Contact Henderson.

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

Backup materials for agenda items can be found at:
http://cityofhenderson.com/cultural_arts_tourism/HSSC_agenda_page.php

To request backup materials, please contact D'Ann Sas at (702) 267.2112.

I. CALL TO ORDER

II. CONFIRMATION OF POSTING AND ROLL CALL

III. ACCEPTANCE OF AGENDA (For Possible Action)

IV. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

V. NEW BUSINESS

1. Approval of Minutes from July 17, 2014, Regular Meeting (For Possible Action)
2. Convention Center Update (For Information Only)
3. CA&T Events Update (For Information Only)

4. Pavilion Update (For Information Only)
5. Destination Sales Update (For Information Only)

VI. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

VII. CHAIRMAN/MEMBER COMMENTS

The Chairman and Members may speak on any subject under this section of the agenda. Chairman and Members may comment on matters including, without limitation, future agenda items, upcoming meeting dates, and meeting procedures. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration by the Body.

VIII. SET NEXT MEETING

IX. ADJOURNMENT

Posted prior to 9:00 a.m. on Thursday, October 9, 2014, at the following locations:

City Hall, 240 Water Street, 1st Floor Lobbies (2)
Multigenerational Center, 250 South Green Valley Parkway
Whitney Ranch Recreational Center, 1575 Galleria Drive
Fire Station No. 86, 96 Via Antincendio
Henderson Convention Center, 200 S. Water Street
www.cityofhenderson.com
<https://notice.nv.gov>

ITEM #1

***APPROVAL OF MINUTES
FROM JULY 17, 2014,
REGULAR MEETING***

**CITY OF HENDERSON
COMMISSION ON CULTURAL ARTS AND TOURISM
MEETING
July 17, 2014**

I. CALL TO ORDER

Chairman Brooks called the meeting to order at 4:45 p.m., at the City of Henderson, Henderson Convention Center, 200 S. Water Street, Henderson, Nevada 89015.

II. CONFIRMATION OF POSTING AND ROLL CALL

D'Ann Sas, Executive Administrative Assistant, confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall – 1st Floor Lobbies, Multigenerational Center, Whitney Ranch Recreation Center, and Fire Station No. 86.

PRESENT: Chairman Tim Brooks
Greg Gooding
M.J. Maynard
Scott Muelrath
Scott Voeller

EXCUSED: Vice-Chairman Creson Oakley
Mark Birtha
Dianna Fyke
JoLyn Laney

**CITY COUNCIL
REP:** N/A

CITY STAFF: Andrea Primo, Director of Cultural Arts and Tourism
Bud Pico, Manager of CA&T Programs and Operations
Kristina Gilmore, Asst. City Attorney
Ed Kirby, National Sales Executive
D'Ann Sas, Executive Administrative Assistant

GUESTS: N/A

III. ACCEPTANCE OF AGENDA (For Possible Action)

The Commissioners reviewed the Agenda as presented.

(MOTION) Ms. Maynard introduced a motion to accept the agenda as presented. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

IV. PUBLIC COMMENT

There was no public comment.

V. NEW BUSINESS

1. Approval of Minutes from April 17, 2014, Regular Meeting (For Possible Action)

Ms. Primo noted that the minutes will be amended under “Confirmation of Posting and Roll Call – Present” to delete Creson Oakley as she was listed twice.

(MOTION) Mr. Muelrath introduced a motion to approve the minutes of the April 17, 2014, Regular Meeting as amended by Ms. Primo. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

2. CA&T Programs Update (For Information Only)

Mr. Pico reviewed the Fall special events schedule.

September 13-14	Ho’olaule’a Festival
September 25-28	Super Run
October 5	Ironman 70.3 Silverman
November 15	Stroll ‘n Roll
December 4-7	Best in the Desert 250 – Desert Race
December 11-13	WinterFest

Ms. Primo also noted that there have been several changes to the CA&T programs due to citywide budget issues. The following programs have been eliminated for FY2014/2015 and include the Target ArtBeat concert series, Missoula Children’s Theatre, Shakespeare in the Park, Cowboy BBQ, and the children’s art galleries. The program eliminations result in a reduction of approximately \$160,000 annually.

Commissioner Maynard suggested working with the libraries to collaborate on children’s art programs. Ms. Primo noted that the City Lights Arts Gallery will be coordinating the artwork for the City hall gallery from October 2014 through December 2015.

3. Pavilion Update (For Information Only)

Ms. Primo gave a brief historical overview of the Pavilion noting that the amphitheater opened in 2002 and was funded via a parks bond. Parks and Recreation operated the Pavilion from 2002-2006 and it was transitioned to Cultural Arts & Tourism in 2007. Ms. Primo noted that in 2009 and 2010, ticket sales fell due to the economic decline. In 2011, ticket sales rose to over 30,000 due to the strategic positioning of lower ticket prices, which increased the volume of ticket sales.

Ms. Primo briefly discussed booking strategies at the Pavilion including scheduling performances during the Spring and Fall due to the weather. She noted that an effort is made to balance the schedule and include a children’s act, a cultural act and a pop named act. Ms. Primo also noted that we have made the price point affordable and have limited mid-week bookings. Mr. Pico noted that CA&T is putting out mutually agreed upon date offers in order to do more routing, which is less expensive. Ms. Primo noted that we have had some issues as it relates to renting the Pavilion to anyone and it has raised concerns because the public doesn’t know the difference between a rental and a City produced event. This year, staff conducted a best practices analysis and our policy has been changed to only work

with licensed and bonded promoters. It has had an impact on our rental revenues and we are working with Marketing to develop campaigns directed towards licensed and bonded promoters.

Ms. Primo noted that staff is looking to revise our booking strategies, increasing our price point, limiting midweek performances and striving towards cost recovery. Ms. Primo also noted that they discussed outsourcing programming blocks to private promoters with Commissioner Voeller. The City Attorney's office is reviewing our legal limitations as we were funded via a bond.

Ms. Primo highlighted some of the goals and strategies for the Pavilion for FY15, which included business plan development, increased facility utilization, revenue and profitability, increased patron satisfaction levels and improved audio experience. Staff is working to pursue a marquee and researching options for concession issues.

Mr. Voeller discussed sponsorships and if there were any limitations for the City in pursuing this path. Ms. Primo reported that Marketing is preparing an RFP to solicit a third party company to recruit sponsorships.

Mr. Pico reported on the Fall 2014 schedule, which includes R5, Casting Crowns, I Love Soul Food Festival, KLUC Summer Block Party and Bob's Birthday Bash. Mr. Pico listed a variety of recommendations for Spring 2015, which included Lazy Town Live, a teen act, Alton Brown, culinary festival, Video Games Live and Teresa Caputo.

Mr. Muelrath inquired as to the spike in ticket sales to over 30,000 in 2011. Ms. Primo noted that more programs were held in FY2011, which resulted in the increase in ticket sales. The Commissioners also discussed when the \$10.00 ticket prices were introduced and how it assisted in bringing more exposure to the Pavilion.

4. Convention Center Update (For Information Only)

Ms. Primo reported that the Hotel Feasibility Study has been concluded on the Convention Center. A request for interest notice has been prepared to engage the private development community to determine if there is any interest in a public/private partnership and meetings are being scheduled between August 14 and August 28. Both feasibility studies are available on cityofhenderson.com on the Cultural Arts & Tourism page.

5. Destination Sales Update (For Information Only)

Mr. Kirby reported that the 2014 U.S. Synchronized Swimming Championships is currently in town and competing at the Heritage Park Aquatic Complex. More than 150 athletes from 10 nations including Japan, Mexico and Italy are participating and resulted in approximately 900 room nights. Staff is also assisting with the World's Toughest Mudder, which will be held at Lake Las Vegas November 15-16, 2014. They are expecting 1,300-1,500 competitors.

Mr. Kirby noted the conferences that he is scheduled to attend which include Meeting Professionals International, American Society of Association Executives, and S.P.O.R.T.S. 2014.

6. Henderson Tourism Council Update (For Information Only)

Mr. Kirby reported that the Henderson Tourism Council held their second meeting on June 10. Representatives from Super Shuttle and Cowbunga Bay attended the meeting to provide an update on their services.

Mr. Kirby also noted that he and sales staff from the Henderson Tourism Council conducted a sales blitz on May 6 to coincide with National Tourism Week. There were 21 sales professionals from our Henderson hotel partners that participated and the teams called on over 170 corporate businesses to encourage them to keep their events and meetings in Henderson.

VI. PUBLIC COMMENT

There was no public comment.

VII. CHAIRMAN/MEMBER COMMENTS

Mr. Muelrath noted that the Henderson Chamber of Commerce has received a grant from the LVCVA for a tourism based event.

VIII. SET NEXT MEETING

The next meeting date was scheduled for October 16, 2014, at 4:30 p.m., at the Henderson Convention Center, 200 S. Water St., Henderson, NV 89015.

IX. ADJOURNMENT

There being no further business to come before the Commission, Chairman Brooks adjourned the meeting at 5:41 p.m.

Respectfully submitted,

D'Ann Sas
Executive Administrative Assistant