

Amphitheatre Task Force

MINUTES

Date: Thursday, September 21, 2023, 1:00 P.M.

Task Force Members Present: Kara Boyd, Mary Ellen Donner, Larry Lallo, Diana Marquardt, Corey Mecagni, Chuck Nelson, Dean Schaaf, Jack Smink, Ted Suzor, Donn Weaver

Location: 2575 N. Courtenay Pkwy, Suite 205, MIRA Conference Room

Approval of July 20, 2023 Minutes

Donn Weaver motioned to approve the minutes as presented. Second by Jack Smink. Motion passed.

Amphitheatre Construction Update

Larry Lallo updated task force members regarding the status of the Amphitheatre construction. The project went out for bid and Ivey Construction was selected. The County is negotiating a construction price with Ivey's. The project has received the sanitary connection permit and the St. John's Water Management District permit.

There was a discussion regarding Brevard County parking requirements for the Amphitheatre. If an event hosted 2,300 attendees, code requires 759 parking spaces. There are currently approximately 200 onsite parking spaces. Alternate parking solutions were discussed. Possible solutions included:

- Onsite grass parking.
- Parking in the paintball area.
- Shuttles from other parks or areas.
- Potential parking agreements with the Mall and U-Hall. Mary Ellen to work with the Veterans to explore this option.

To address the parking issue, the project engineer will revise the Amphitheatre site plan to include a Phase I and Phase II. The site plan will then be re-submitted for review by the County.

On September 12, 2023 the Board of County Commissioners approved a 6-month extension of the TDC grant for the Amphitheatre.

Corey Mecagni noted the stage sidewalls, featuring Veterans silhouettes, was not included in the pricing. Donn Weaver advised the Veterans will address.

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Management Approach

Larry Lallo received input from Kara Boyd regarding the pros and cons of different management models. Mary Ellen Donner advised that the direction the task force has been given is the Amphitheatre operations would be put out for a Request For Proposal

Management Approach (con't)

(RFP). Outside persons and/or companies would propose how the Amphitheatre would be operated and maintained. The focus of this Task Force is to create RFP scope recommendations within three months. Those recommendation would then be submitted to the County Manager for his consideration. The County Purchasing department will put the RFP out for proposal. Once proposals are received, there will be a Selection committee consisting of three evaluators - one Veteran, one Parks and Recreation, and one Tourist Development person.

For the Amphitheatre event calendar, it is anticipated that the Veterans schedule will have priority, Parks and Recreation will be secondary and then the promoter. The collaborative relationship will continue.

Naming Rights and Physical Name Placement Location

Mary Ellen reported that the County has a naming rights policy, we can certainly work on that in the future. Donn Weaver reminded the members that the Veterans Memorial Park name must remain within the naming. Kara Boyd discussed the opportunity for a large gift for naming purposes, and to ensure the naming monies go directly to the upkeep and maintenance of the Amphitheatre. Perhaps an endowment could be created.

Maintenance/Emergency Operations Plan Examples

Mary Ellen Donner advised the maintenance/emergency operations plan will be provided in the RFP. The scope will include minimum standards. Corey Mecagni presented a maintenance plan but will fine-tune it and provide examples for the scope.

Future Improvements

Kara Boyd thinking more long term, 10 years ahead – the shade and kiosk should be part of the design; Part I, Part II, Part III. Donn Weaver indicated the area was designed for future improvements and protected for that purpose. The Amphitheatre is meant to be a multi-purpose use facility.

Groundbreaking Ceremony

Donn Weaver has not published the groundbreaking information with the media yet, but Veterans are planning on a big event. Dean Schaaf confirmed the Chamber of Commerce will be involved for exposure purposes. Mary Ellen and Larry Lallo will keep members apprised of permitting.

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Regional Venue Market Competition

Chuck Nelson feels that the Viera Amphitheatre will be competition. Chuck Nelson asked if the County has taken that into consideration. Mary Ellen Donner stated that everyone could potentially be competition. Kara Boyd said this is something we should talk about in the scope so that the management company is aware of what other Amphitheaters are booking. Could be used as a synergy as well, talent sharing – better price for talent.

Public Relations & Marketing Support Strategy

Kara Boyd was wondering if someone is already working on public relations (PR) and marketing. Kara Boyd stated there must be a focus on PR & Marketing. Mary Ellen Donner conveyed that PR & Marketing will be tied into the contract. The County has a Public Relations director and there may be potential that some of the County platforms could be used. Must be contained in the scope.

Existing Maintenance Agreements Scope

Mary Ellen Donner contacted the Natural Resources Department and Sheriff's Department with regards to what areas of Veterans Memorial Park each entity maintains. Parks and Recreation, Natural Resources and the Sherriff would continue with the areas they currently maintain. The scope will contain what areas of the Amphitheatre the management company will be required to maintain. Corey Mecagni said he would only scope what is absolutely required for an event, event specific. If you scope in too much, you will overpay and not get the value.

Additional

Steve Kimball, Parks and Recreation, Assistant Director – Maintenance and Construction will go out to other cities/counties and request their RFP scopes.

Next meeting dates:

Date	Time	Location
Thursday, October 19, 2023	1:00 P.M.	MIRA Conference Room
Thursday, November 16, 2023	1:00 P.M.	MIRA Conference Room
Thursday, December 7, 2023*	11:00 A.M.	MIRA Conference Room
Wednesday, December 20, 2023	1:00 P.M.	MIRA Conference Room

* *Workshop Working Lunch - Potluck*