**Date:** Thursday, October 19, 2023, 1:00 P.M.

**Task Force Members Present:** Kara Boyd, Mary Ellen Donner, Steven Kimball, Larry Lallo, Tim Lawry, Diana Marquardt, Dean Schaaf, Jack Smink, Ted Suzor

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

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**Approval of September 21, 2023 Minutes**

Ted Suzor motioned to approve the minutes as presented. Second by Jack Smink. Motion passed.

Chuck Nelson resigned from the Amphitheatre Task Force effective 10/19/2023.

**Amphitheatre Construction Update**

Tim Lawry, Construction Manager, Brevard County Public Works Department is overseeing the Amphitheatre project. Mike Dunlap, Public Works, is the Construction Coordinator for the project. Tim informed the Task Force members that the site plan design is 95-99% complete and has been approved by Brevard County and St. Johns River Water Management District. The County has secured a short list of CMs. Tim advised that the County acquired three bids and selected the lowest bid. Tim updated task force members regarding pricing. The Guaranteed Maximum Price is $8,084,827.90. This price is approximately $2.5M over current budget. The project was priced two ways – without a restroom/concession stand and with a restroom/concession stand. The restroom/concession stand was priced at $1.176M.

Larry Lallo spoke with Peter Cranis, Tourism Director. Peter suggested applying for another Tourism Capital Improvement Grant in January 2024. It was suggested that the second grant application could be for site improvements that were not included in the initial Grant.

Tim and the negotiation committee will meet with the CM to see if a better price can be negotiated. If value engineering has to take place, potentially the project could be redesigned to save money or downsized. It is anticipated that the project, including site improvements, will take 15 months to build.

Kara Boyd feels the restrooms are an important piece of the project. Mary Ellen stated that perhaps the restrooms be in a Phase II.

Kara Boyd feels that naming rights might make the difference in acquiring money for the Amphitheatre – through donations, visuals, and publicity. Mary Ellen advised that the

**Amphitheatre Construction Update (con’t)**

Parks and Recreation Director can only accept up to $35,000 and any amount of money in excess of $35,000 would need to go to the Board of County Commissioners for approval. Any donor would have to match the vision and mission of the Amphitheatre.

**Comparison of Regional Governmental Amphitheatre’s**

Steve Kimball provided the task members with a spreadsheet comparing the governmental Amphitheatre’s. The spreadsheet provides a better understanding of how other government-owned and operated Amphitheatre’s function. Seabreeze, in Palm Beach County, is the most similar in size and scope to our Amphitheatre project. Grass seating (bring lawn chairs) and temporary seating were predominant in the comparison. Parking was also a common denominator.

Jack Smink expressed his concern regarding liability issues. Steve Kimball and Mary Ellen advised that the County takes liability very seriously. It was noted that Risk Management and the County Attorney’s Office review all contracts. The County has an internal process that must be met.

**Scope Discussion:**

1. Operations
   1. Discussions were held regarding:
      1. Third-party ticketing. (For example: EventBrite)
      2. Consider having the Veterans do ticketing for the smaller events.
      3. Parking study and develop a parking plan.
      4. Questions were raised about the County potentially funding ongoing operations under Parks and Recreation.
2. Marketing
   1. Discussions were held regarding:
      1. A Marketing and Communications Manager to start with. Then perhaps a Marketing team. Depending on the budget.
      2. Develop a marketing plan/formula. Staff is needed to market the venue and market events (content/product).
      3. Need consistency and a focus on the brand image allowing for community involvement.

Mary Ellen advised that if there is staff, all positions and salaries would have to be approved by the County Manager.  
  
  
  
  
**Scope Discussion: ii. Marketing (con’t)**

* 1. Dean Schaaf advised that the Veterans plan to erect a sign on State Road 520 (approximate cost $30,000-$40,000). Veterans would need to renegotiate their contract if they wanted the marketing person to work for the Veterans as well.

**Additional**

Dean Schaaf clarified that the Veterans Center vision and mission should be integrated into the Amphitheatre’s vision and mission. He emphasized the importance of this.

**Next meeting dates:**

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| **Date** | **Time** | **Location** |
| 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*