

Merritt Island Redevelopment Amphitheatre Task Force

December 20, 2023 Draft Minutes

Date: Wednesday, December 20, 2023, 1:00 P.M.

Task Force Members Present: Kara Boyd, Mary Ellen Donner, Marcus Herman, Corey Mecagni, Dean Schaaf, Donn Weaver

Staff Members Present: Steven Kimball, Diana Marquardt

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

Approval of December 7, 2023 Minutes

Donn Weaver motioned to approve the minutes as presented. Second by Kara Boyd. Motion passed unanimously.

MIRA Amphitheatre Update

Mary Ellen informed the Amphitheatre Task Force that a parking study needs to be conducted. Morgan and Associates is working on submitting a Scope proposal and potential costs to Brevard County Facilities Management. The proposal will hopefully be submitted within the next 30 days and will be presented to MIRA. On January 4, 2024 there will be a Negotiation Committee meeting with Ivey's Construction, Inc. to discuss input from the MIRA Board. They will also discuss renegotiating the project's proposed price.

Marcus Herman stated that two things have to happen before the Amphitheatre project can proceed – the renegotiation with Ivey's (the MIRA Board rejected the initial negotiation) and the parking study. MIRA's next Board meeting is January 18, 2024. MIRA is also working on a TDC grant for Phase II. If things go well, it is hoped a groundbreaking can take place by April 6, 2024. The MIRA Board and the County are working hard to make that happen.

Scope Discussion and Refinement

Mary Ellen advised that the comments from the December 7, 2023 Amphitheatre Task Force meeting were incorporated into the draft Scope.

For booking purposes, Marcus Herman recommends that there be a caveat to the venue schedule so as not to lose out on potentially profitable events that could bring money to the County. Marcus Herman also stated that if the Scope recommendations are approved, the facility management team hired at the Amphitheatre need to be revenue-generating minded. Kara Boyd concurred and elaborated that the management team would need to do a revenue forecast based on the schedule, as well as a revenue forecast based on ticket sales and capacity. The forecast will be more accurate in five years as opposed to the first year.

Donn Weaver stressed the importance of scheduling for the Amphitheatre.

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Motion For Scope Recommendation

Donn Weaver motioned to approve the Scope recommendation as presented. Second by Kara Boyd. Motion passed unanimously.

Additional

If the Scope recommendations are accepted, Kara Boyd suggests that there be a timeline for hiring and operations. Her preferred model for profit distribution is a Trust, similar to that of the Kennedy Space Center.

Marcus Herman would like to ask again that the MIRA Board be given the opportunity to look at the Scope as recommended prior to going to the County Manager.

Mary Ellen advised that the Scope will go to the County Manager sometime in January 2024. If the Scope gets accepted, you will see it in the FY 2024/2025 budget. If the Scope changes significantly, Mary Ellen will advise the Amphitheatre Task Force accordingly.

Once the groundbreaking occurs, Steve Kimball will begin working on the Standard Operating Procedures for the Amphitheatre.

Adjournment

Marcus Herman motioned to adjourn. Second by Corey Mecagni. Adjourned.