

**CITY OF CLOVIS
CIVIC CENTER POLICY COMMITTEE
AGENDA**

**3:00 p.m.
Wednesday, November 28, 2018**

**Clovis Civic Center
801 Schepps
Clovis, New Mexico**

1. Call to Order
2. Roll Call
3. Approval of minutes of regular meeting of October 10, 2017
4. Discussion regarding food and beverage policies, Claire Burroughes, Misty Bertrand
5. Report regarding Civic Center activities, Misty Bertrand
6. For the good of the order
 - Date & time of next meeting
7. Adjournment

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 321 Connelly at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 321 Connelly if a summary or other type of accessible format is needed.

COUNTY OF CURRY)
CITY OF CLOVIS) ss.

The Clovis Civic Center Policy Committee met in regular session at 3:00 p.m., Wednesday, November 28, 2018 at the Clovis Civic Center, in full conformity with the laws of the State of New Mexico and the ordinances and resolutions of said city with the following members present:

Mr. Justin Howalt
Commissioner Fidel Madrid (for Commissioner Casaus)
Mr. John Sharp

ABSENT:

Mr. Javier Molina
Mr. Danny Jariwala

ALSO PRESENT:

Ms. Claire Burroughes, Assistant City Manager
Ms. Vicki Reyes, Assistant City Clerk
Ms. Misty Bertrand, General Manager
Commissioner Chris Bryant

Mr. Howalt called the meeting to order at 3:19 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of Minutes

Mr. Howalt stated the minutes of October 10, 2017 would be approved at the next meeting since he was the only one present at that meeting.

Agenda Item No. 4 - Discussion regarding food and beverage policies

Ms. Burroughes stated they discussed the food and beverage policy at the last meeting and would like more discussion on what the civic center charges and why. Ms. Bertrand stated the food and beverage services and polices go out to anyone that rents a room at the Civic Center.

Outside food and beverages

They have had a few organizations, for example the Chamber brought in their own food for the Racino meetings. They charged a food and beverage buyout and then allowed them to serve food on the patio, but had no access to the kitchen or servers. They have also done a food and beverage buyout for consumer shows, more specifically the Gun and Coin show. They bring in food vendors so they are charged a food and beverage buyout. They started this 3 years ago with the Lions Club, started at \$350 and every year they would increase it \$50 until it got to \$600 because it was a new policy.

Commissioner Bryant asked if people are allowed to bring cakes. Ms. Bertrand stated they are. They've tried to make cakes in house and it is too time consuming so they just have to be given permission. Commissioner Bryant asked if they were okay to donate food to the Fire Department because it has been done in the past at DEAP luncheons. Ms. Bertrand stated that was fine and they normally donate food to the Lighthouse Mission, but do not allow individuals to take food out of the building.

Mr. Howalt asked if this board created this policy. Ms. Bertrand stated the policies predate her. Ms. Burroughes stated the whole thing started because the civic center had their own chef that did everything, but she did not think this committee had anything to do with the policies. Mr. Howalt asked what Spectra's stance was on this committee approving policies that Spectra has created. Ms. Burroughes asked if this was common to all the other facilities that Spectra manages. Ms. Bertrand stated they are similar.

Ms. Burroughes asked what the benefit was of outside caterers. Ms. Bertrand stated they are paying a chef to be there so she saw it as a waste of a resource. Ms. Burroughes asked how Las Cruces charged for outside catering. Ms. Bertrand stated when Las Cruces opened they didn't have a chef.

Ms. Bertrand stated there was a lot involved with it. Mr. Sharp stated it would depend on if it's a private or public party. Commissioner Bryant stated it would have to be a licensed company. Commissioner Bryant asked if he rented the facility and wanted to bring in food from Leal's would he pay the buy out and the rental fee. Ms. Bertrand stated that's what she wanted to discuss.

Commissioner Bryant asked what the \$500 from the Gun Show was getting them. Ms. Bertrand stated it was for as many vendors as they wanted to bring in. She stated they don't advertise the buyout. They also offer discounts depending on the food options selected.

Ms. Burroughes asked how they could address reducing the number of people using other venues. Ms. Bertrand stated they try to be the total package and is the only all-inclusive facility.

Commissioner Bryant stated they have to get competitive with businesses in town. People want to use the civic center but can't afford to use it. If they could look at a way to offer incentives to the organizations regarding pricing of a meal they might be able to draw more groups in. Ms. Bertrand stated they have come up with four packages that include everything. Commissioner Bryant asked if they reach out to other organizations to have their meetings here. Ms. Bertrand stated they did.

Mr. Howalt stated if the City of Clovis is providing the budget and those revenues come back to the city then it is only hurting the city. He asked if they were analyzing the cost of the product and the service provided to gain a return. Ms. Bertrand stated they have formulas. 10-12% of the part time staff is paid from revenue from food and beverage and 6% goes to operations staff. Mr. Howalt asked if that was in a contract somewhere. Ms. Bertrand stated it was outlined in the budget. Mr. Howalt asked where that was set up. He asked where they were getting their room rentals and food costs from. Ms. Bertrand stated she wasn't sure where they came from since they were here before her.

Commissioner Bryant asked about the 20% management charge. Ms. Bertrand stated this was a Spectra policy which covers all of the cost and having the staff for those events. Commissioner Bryant asked if there was any way that could be added in. Ms. Bertrand stated that was added in to the package deals. Commissioner Bryant stated the 20% charge seems like a lot. Ms. Burroughes suggested using only package deals and not doing an itemized list.

Commissioner Bryant asked how she would market the civic center. Ms. Bertrand stated the marketing plan was done in May. They would like to remarket the Civic Center and let people know it is for everyone. They would like to advertise on the radio more next year. Commissioner Bryant asked if Spectra gave any advice on marketing. Ms. Bertrand stated they have monthly marketing meetings with

other event centers. Having more events and getting more people in would help with booking more events.

Ms. Burroughes asked if they could apply for lodger's tax to promote their event. The home and garden show applies every year. Ms. Bertrand was told previously that she couldn't. Mr. Howalt stated they have allowed other departments to do that. Commissioner Bryant asked if it would be an advantage to put out lodger's tax dollars to bring people in. Mr. Howalt stated it would.

Ms. Burroughes asked if that would offend them if they are having an event the same day as the Home and Garden Show. Ms. Bertrand stated she spoke with Todd Ferrell who is on the Homebuilders Association and he thought it was a great idea. Commissioner Bryant stated it was competitive and a good idea. Ms. Bertrand stated it was going to be a DIY event. Mr. Howalt stated they need to market and promote the venues together. Ms. Bertrand stated they were working with the previous general manager at the events center to have co-events.

Mr. Howalt asked why Spectra was charging a 20% fee when the civic center is already charging a 20% fee. Ms. Bertrand stated she would find out why they are charging it. Commissioner Bryant stated he wanted to make it as simple as possible for people to use the Civic Center.

Mr. Sharp stated when he ran The Underground Embassy the main reason people went there was because they could bring in their own food.

Commissioner Bryant asked if the \$500 deposit was refundable. Ms. Bertrand stated they will hold it for a year for the person to rent the civic center again and if it is not used after that then it is profit. Commissioner Bryant asked if they charge a cleaning deposit. Ms. Bertrand stated they did not upfront but they can add one after the fact if there is a need to.

Dietary Considerations

They do include 1% vegetarian dinners for plated dinners. Ms. Burroughes asked what their markup was. Ms. Bertrand stated it was 400% and that is Spectra's policy. Mr. Howalt asked if they can generate more events with less markup. Ms. Bertrand stated there are events where the markup is less. She stated that was the standard. Commissioner Bryant asked how much control she had over the markup. Ms. Bertrand stated she had full control along with working with the chef.

Menu Selections

They ask for those selections to be made 30 days out.

Payments

Payment is due prior to the event but they will work with organizations that have been there multiple times.

Ms. Bertrand will speak with Mr. Dave Anderson about Gratuity and Taxes. Ms. Burroughes asked what the 5% sales tax was. Ms. Bertrand stated she would check on that. Mr. Howalt stated it was 8.1875%.

Insurance

Ms. Bertrand stated they charge event insurance which is \$.75 per guest if they do not have insurance through their company or organization. Ms. Burroughes asked if that was common to charge insurance

when they are in a building that was rented. Ms. Bertrand stated it was specific event insurance which is \$1 million policy. Ms. Burroughes stated the chamber has event insurance that they use throughout the year that is used for anyone that they sponsor. She asked why the civic center couldn't have the same thing. Ms. Bertrand stated they have a policy in place. Mr. Howalt stated that may be protecting the city. Ms. Burroughes stated it seems strange to pay for insurance when the building has insurance. Mr. Bertrand stated she would ask about that as well. Ms. Burroughes stated they shouldn't be charging someone to come here if the Civic Center already has event insurance. Mr. Howalt stated the City of Clovis already has their own event insurance so if someone is at the civic center gets intoxicated and drives home and crashes they can sue the City of Clovis, but they have insurance to cover it. Whoever hosted the event could also be liable so the insurance they are purchasing is to cover them.

Well Being

They are not allowed to attach things to the walls.

Security

They are in the process of looking at a new security company or hiring in house. The company they were using was in Muleshoe and they did not renew their New Mexico insurance so they are not allowed to work here. Commissioner Bryant asked if they were allowed to hire off duty officers. Ms. Bertrand stated they could but Chief Ford is worried about that with them being so short staffed.

Unsupervised Children

Mr. Howalt asked if someone wanted to have a Christmas party and rent an additional room for childcare would this break the policy. Ms. Bertrand stated they did that once and it was a trainwreck so they have not done it since. She stated they had two teenagers watching 22 kids and they had kids running up and down the hallway. Mr. Howalt asked if they could enhance the policy stating they would have to be 18 or older to watch the room and so many per child. Ms. Bertrand stated they have given other alternatives and it has worked.

Cancellation

If they cancel they will hold the deposit for a year to rebook and if they do not then it is considered profit.

Ms. Burroughes asked how they were with Christmas Parties. Ms. Bertrand stated they did lose the SWC Christmas Party and they are down a little. Mr. Howalt asked if the events center was also charging a 20% fee. Ms. Bertrand stated they were not because they don't have inhouse food.

Commissioner Bryant asked if they had a marketing department with Spectra that does marketing for other civic centers. Ms. Bertrand stated they have experts but they are just at other facilities. She stated she was going to become Google certified next year which will help them market on websites. Commissioner Bryant asked if it would be to their advantage to have a professional marketing company to market the civic center. Ms. Bertrand stated maybe not a company but a person. Someone to help rebrand could be beneficial. Commissioner Bryant stated costs to the organization and marketing are what they need to work on. Ms. Bertrand stated they have a marketing coordinator but she will be leaving in January. She is contracting with Pam Atherton to be the temporary marketing coordinator.

Mr. Howalt stated once they hear feedback there may be some changes to the policies.

Ms. Bertrand handed out a price sheet that has been around for at least five years. It shows the high, medium and low cost. Mr. Howalt asked why they start high. It would scare people off. Mr. Sharp stated if they are going to sell a \$30 steak dinner then they should discount the rental. Ms. Bertrand stated the way the rental agreements are structured is they have to purchase the minimum and if they don't they owe \$1.00 for every dollar isn't purchased.

Commissioner Bryant asked if these prices were comparable to other civic centers. Ms. Bertrand stated she has never one comparable to this size. Commissioner Bryant stated they can't undersell it because they want to provide a high class facility. Ms. Bertrand stated they do not give quotes over the phone but they do try to work with everyone. Ms. Burroughes asked if they are told it is open to negotiation. Ms. Bertrand stated she does.

Mr. Sharp asked if there was a discount for non profit. Ms. Bertrand stated there isn't anything in writing but she does do a discount and that counts as the donation from the Civic Center.

Agenda Item No. 5 - Report regarding Civic Center activities

None.

Agenda Item No. 6 - For the food of the order

Mr. Howalt stated the next meeting would be at 3:00 p.m., Tuesday, January 15th, 2019.

Agenda Item No. 7 - Adjournment

There being no further business to discuss the meeting adjourned at 4:50 p.m.