

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

**2:00 p.m.
Tuesday, February 12, 2019**

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

1. Call to Order
2. Roll Call
3. Approval of minutes of regular meeting of November 28, 2018
4. Discussion regarding food and beverage policies, 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)

The Clovis Civic Center Policy Committee met in regular session at 2:00 p.m., Tuesday, February 12, 2019 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 Helen Casaus
Mr. John Sharp

ABSENT:

Mr. Javier Molina

ALSO PRESENT:

Ms. Vicki Reyes, Assistant City Clerk
Ms. Misty Bertrand, General Manager
Mr. Dave Anderson, Spectra

Agenda Item No. 3 - Approval of minutes of regular meeting of November 28, 2018

Mr. Sharp made a motion to approve the minutes of November 28, 2018 as presented; Commissioner Casaus seconded the motion, which passed by acclamation.

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

Ms. Bertrand introduced Mr. Dave Anderson. Mr. Anderson advised he has been a general manager for 20 years. He started overseeing buildings 6 years ago and is now overseeing all of the buildings.

Ms. Bertrand advised no changes have been made since the previous meeting. Mr. Howalt advised they discussed some of the fees at the last meeting. He asked where the pricing schedule came from. Are they looking for more volume versus quantity. Mr. Anderson advised 20% is an industry norm. It goes back into the building. They bill the 20% into the menu price if they are doing all inclusive. They have to be competitive from a pricing standpoint. They are looking for more conferences and one to two-day events. It is okay to do less events as long as the spend of events is larger. When they can't do that then they will do a lot of the gun shows, wedding shows, etc. Mr. Howalt asked if there is markup in the food and the rental space isn't that an additional markup. Mr. Anderson advised they don't typically build that 20% into the food. They are not going to lose a good piece of business over it. Mr. Howalt advised htat was more of them trying to understand what that was. If they look at any other catering operations it will have different names but they do all have it. If it becomes a situation where they are losing business then they can discuss it more. Ms. Bertrand advised the other facilities build packages so that they don't see each item detailed.

Ms. Bertrand advised last week they did \$51,000 in sales. Mr. Howalt asked what they were. Ms. Bertrand advised they booked two weddings, a quinceneria, the United Way Banquet, PRMC Promise Champions Training, all of the spring sports and the Clovis Christian School 25 year banquet. Mr.

Anderson advised they are going to assign the new sales manager to one of the other buildings to help her. Buildings like this book so much short-term business.

Ms. Bertrand advised they don't give price quotes over the phone or when they first walk in. Mr. Anderson advised some of their buildings are looking to invest in equipment or décor to help secure business. Ms. Bertrand advised all of the new bookings are packaged deals. They also upped the Class of '69 to a 3 day reunion for \$69 a person.

Ms. Bertrand advised the way that this written anything is possible but have to have permission from the General Manager. Mr. Anderson advised they want to be flexible within reason.

Ms. Bertrand advised while she is gone for the week the chef will be redoing all of the menus. They are now customizing their menu to him after him being here a year.

Ms. Bertrand advised the pricing and 20% were major concerns. Mr. Howalt advised burying that 20% into the cost makes a lot more sense. Ms. Bertrand asked if the prices should be inclusive of the 20% when they do the new menus. Mr. Sharp advised he didn't think it should be. Mr. Howalt stated it would depend on the all-in price. Mr. Sharp advised they have to do a little of both. Ms. Bertrand advised every page of the menu has that they add 20%. Mr. Anderson advised in a competitive environment people want to know what the bottom line is. They would like to keep as much of the budget here.

Mr. Howalt asked if she figured out the 5% tax. Ms. Bertrand asked if they needed to look at that because that was not the tax rate but it is what they are charging. She advised they have a new system coming out that costs \$5,000 and then \$1,000 to maintain it. They are having some programming issues to see if they can go to this new software. Mr. Howalt advised he would put current state and local tax instead of putting an actual number.

Mr. Sharp advised the food and beverage buyout was not listed. Ms. Bertrand asked if that was something they were going to offer. Right now it is limited to the gun show. Mr. Anderson advised typically they don't advertise the buy out because then it becomes the default. Ms. Bertrand advised they don't usually offer it to social groups. Mr. Anderson advised if they want something written in there that's fine but then everyone wants it. They require the chef on site for any buy out to monitor so they have to pay for the chef. They will update and rewrite one for the board to look at. Mr. Howalt advised this is better for consistency.

Ms. Bertrand advised if they have a buy out they could have some type of form that customers could sign as well. Mr. Anderson advised they could do that.

Agenda Item No. 5 - Report regarding Civic Center activities

Ms. Bertrand advised Ms. Crowe will take her seat on the Chamber Executive Board. They came to terms with the Chamber after meeting with Ms. Ernie Kos. It talks about which events the Chamber will focus on and which events the chamber will have at the Civic Centre. One is a bunco tournament and a Small Business Christmas Party. In addition they will help with the Civic Center's annual events. Mr. Howalt asked what the chamber is helping with at these events. Ms. Bertrand advised they will help with sales. The civic center has a seat on their board and will give them one scholarship a year to have an employee attend Leadership Clovis. It's now written out so that they have the same thing every year.

Mr. Anderson advised they would reconcile at the end of the year to see that they are getting everything.

The Civic Center put in five proposals with the Lodger's Tax Board and came out with \$20,000 to use in marketing. They are putting together a book, radio and Cannon Connections advertising and partnered with Jocks on Wheels for the Wedding Expo. They are advertising two events at a time on billboards and have had 9 of the 19 vendors signed up from Texas. Mr. Howalt asked if they were going to try to track where people are coming from. Ms. Bertrand advised they are by having them all sign in when they arrive.

Ms. Bertrand advised the newest thing they are working on is Instagram. Mr. Anderson advised they want to be more aggressive on the branding side. The billboards are great but digital will get them a lot of places.

Mr. Sharp asked what data they would collect. He advised zip codes would be a good way to track. Mr. Howalt advised from a lodger's tax standpoint they are trying to get a handle on tracking who is coming to the events.

They are working with a billboard company out of Lubbock, but she's not sure if she wants to go there or not. They do have three vendors from the Lubbock bridal show that are coming for the wedding expo.

Mr. Howalt advised he spoke with Lance Pyle regarding marketing the civic center an events center together. He asked if Spectra as a company envisioned marketing both. Mr. Anderson advised they want to decide what they are going after first. They would like the entities to be part of that. Mr. Howalt advised that was a huge venue for Rodeo's so if the events center is having a team roping they could pair a conference with them at the civic center.

Mr. Sharp advised a lot of that would come back to catering and what the civic center can do with that at the events center. Ms. Bertrand asked if Spectra was able to cater out. Mr. Anderson advised they could. He advised they could bring in catering support as well.

Ms. Bertrand advised they need to do something to the HVAC system. Mr. Howalt asked why they couldn't fix it locally. Mr. Anderson advised it was a software issue. Mr. Howalt advised there is a company they are using for City Hall and the Lyceum Theatre. He asked if they were working with providers. Mr. Anderson advised he was going to give Ms. Bertrand some assistance with that. He advised if they upgrade the software they would at least be able to have some control.

Mr. Howalt asked if there was a \$50,000 allotment for capital outlay improvements. Ms. Bertrand advised there was.

Ms. Bertrand asked if there was a charge for the energy audit company. Mr. Howalt advised typically they will recommend numerous improvements for the facility.

They do not have a weekend off until May. They will have 16 different workshops during the DIY expo and will send people back and forth between the DIY expo and the Home and Garden Show. Mr. Howalt asked if they were having success with their event. Ms. Bertrand advised the DIY expo is free and the Home and Garden Show is \$3. They do have two at the DIY Expo that were at the Home and Garden Show.

Mr. Howalt asked if they were showing below what was projected for the next six months but an increased revenue. Ms. Bertrand advised they have the Association of Counties conference coming up.

Ms. Bertrand asked what Mr. Anderson thought about them attending venue conferences. Mr. Anderson advised he would like to look at the local contacts.

Mr. Sharp asked how they get the conferences. Mr. Anderson advised one of the campaigns they do is looking to the local community to assist. He advised they need to be more aggressive with the chamber as well.

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

Mr. Howalt advised the next meeting would be at 3:00 p.m., May 14.

Agenda Item No. 7 - Adjournment

There being no further business to come before the committee the meeting adjourned at 3:41 p.m.

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

**3:00 p.m.
Tuesday, May 14, 2019**

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

1. Call to Order
2. Roll Call
3. Approval of minutes of regular meeting of February 12, 2019
4. Report regarding Civic Center activities, Misty Bertrand
5. For the good of the order
 - Date & time of next meeting
6. 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., Tuesday, May 14, 2019 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 Helen Casaus
Mr. John Sharp
Dr. Sistar Yancy

ALSO PRESENT:

Ms. Vicki Reyes, Assistant City Clerk
Ms. Misty Bertrand, General Manager
Ms. Melissa Crowe, Sales Manager

Mr. Howalt called the meeting to order at 3:07 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of minutes of regular meeting of February 12, 2019

Commissioner Casaus made a motion to approve the minutes of February 12, 2019; Mr. Sharp seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Report regarding Civic Center activities

Ms. Bertrand advised they are working with two companies on the estimate for the HVAC system. One option is to use some of the parts they have and install new units or just replace everything. They hope to have the final quote by Monday. She advised the air conditioner is turned on, but if they try to turn it off they have issues.

They will repaint the side rooms and hallway and replace the paintings. They are also going to xeriscape the side of the building. They had an inspection with Ms. Burroughes today. They are also going back to trifold paper towels to cut down on cost until they can remodel the bathrooms.

The NM Counties Conference will be the week after Draggin Main in June. They are finishing all of the sports banquets and will move into the summer social events and summer graduations for CCC. There will also be a class reunion that will coincide with Draggin Main. There will a bunco fundraiser that will go to Roger Dial on July 16 and they are working with the Chamber on that. August 10 will be the Back to School expo.

In January they asked for Lodger's Tax funds for various events at their last meeting and did receive funding for the Special Hearts Prom, DIY Expo, Wedding Expo and Spring Arts & Crafts Show. They had 485 at the Spring Arts & Crafts Show and had 100 different zip codes at that event. They are putting together a campaign for different events but are trying to link them to the slogan "One Fun Thing Leads to Another".

They are fully staffed and moving forward with the outside catering venture. The Counties Conference will have their meetings at CCC and the Civic Center will cater the snacks. It will cost \$200 to get a catering license and would like to work more with the Events Center since they don't have a kitchen.

Another revenue source is sponsorships. Spectra has put together Sponsorship Teams. Currently the only sponsor the Civic Center has is Plateau for the plaza. They are working with Spectra to see how they can make sponsors work in Clovis.

Commissioner Casaus asked how many employees are in operations. Ms. Bertrand advised they have 3 part-time staff members and Mike Turvey, Operations Manager. Larry Erwin also comes in to help.

Mr. Howalt asked how they were generating revenue for in house events if they are not renting a ballroom. Ms. Bertrand advised consumer shows have rental revenue and concession stands. Mr. Howalt asked how that worked with Bunco or cornhole. Ms. Bertrand advised those are ticketed events. Their fee is for food and then there is an extra fee. One portion goes to rent and one goes to food. She advised it was the same with the Murder Mystery events. She would like to have sponsors for all of the events so they would pay for rent and then they could lower the ticket price.

Mr. Howalt advised as for lodger's tax for Bunco it has to be a tourist event. Ms. Bertrand advised she is meeting with the Chamber to see how this event will work. She advised previously they were looking at continuing the billboard campaign. She advised they would like to cut radio out completely and have targeted FaceBook ads.

Mr. Howalt asked about the policy with the buyout. Ms. Bertrand advised they are still looking into it and have asked for input from other GM's.

Mr. Howalt asked when Ducks Unlimited was. Ms. Bertrand advised that has been pushed back to the fall. Mr. Howalt asked if they have talked to the Homebuilder's Association regarding any events. Ms. Bertrand advised she has not spoken with them. Mr. Howalt advised they were not happy that the Civic Center planned an event on top of theirs. He asked that they coordinate with the Homebuilders Association in the future.

Agenda Item No. 5 - For the good of the order

Mr. Howalt advised the next meeting would at 3:00 p.m., Tuesday, August 20 at the Civic Center.

Agenda Item No. 6 - Adjournment

There being no further business to come before the committee the meeting adjourned at 3:38 p.m.

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

**3:00 p.m.
Tuesday, August 20, 2019**

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

1. Call to Order
2. Roll Call
3. Approval of minutes of regular meeting of May 14, 2019
4. Report regarding Civic Center activities, Misty Bertrand
5. For the good of the order
 - Date & time of next meeting
6. 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., Tuesday, August 20, 2019 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 Helen Casaus
Mr. John Sharp

ABSENT:

Dr. Sistar Yancy

ALSO PRESENT:

Ms. Vicki Reyes, Assistant City Clerk
Ms. Misty Bertrand, General Manager
Ms. Melissa Crowe, Sales Manager

Mr. Howalt called the meeting to order at 3:08 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of minutes of regular meeting of May 14, 2019

Mr. Sharp advised page 2, line 12 should read "their fee". He made a motion to approve the minutes of May 14, 2019 as amended; Commissioner Casaus seconded the motion, which was approved by acclamation.

Agenda Item No. 4 - Report regarding Civic Center activities

Ms. Bertrand advised she has provided the board with the annual report which is the same report she will be giving to the City Commission at their first meeting in September. Fiscal year 18/19 they did not meet their financial goals. They were down in events but up in attendees. The revenue they collect for rent and AV equipment was at \$94,000 for the year and the ancillary revenue which is the food revenue was down by \$60,000. They projected in the banquets to have more large banquets. The Milk Lover's Ball and both SWC Christmas Parties did not go through the civic center and they were all budgeted for last year. Ms. Crowe was able to get both SWC Christmas parties and the PRMC Holiday Party for this year. In indirect expenses they were able to shave off \$70,000. Moving into FY 18/19 they have dropped a staffing position and now have six full time staff members which will decrease the indirect expenses. The net income loss was \$347, 190.

They have had a similar trend in the net income loss for the past six years. This was due to losing huge events. Mr. Sharp asked if ancillary revenue was food and beverage. Ms. Bertrand advised it was, which included the alcohol sales. Mr. Sharp asked what other income was. Ms. Bertrand advised that was for sponsors or cancelled events. This also includes the outside catering that they provided to the county in June.

Mr. Howalt asked what the amount of loss is for other civic center's this size. As they look at the overall city budget it is money that is coming out of somewhere so that is money that he can't use. He would

have hoped to see a steady decline and it started to go that way and then moved back up. Ms. Bertrand advised she could pull some of that information from Spectra.

This year they have started applying for Lodger's Tax funds for advertising. For first time events the numbers were phenomenal. They had ipads at the new events asking for people to register. They had 7-8 that stayed in a hotel, 70-80% were from Clovis and the rest were from the surrounding areas. They have two events, Murder Mystery and the Holiday Bazaar coming up that will require Lodger's Tax.

The Special Hearts Prom had 200 in attendance and 50 volunteers. This is one of their signature events that teams with the Rotary Club and Lions Club. Chef Sergio Martinez and Ms. Crowe have put together a new menu that have increased the options.

Ms. Crowe has kept the bookings they have always had and gained some new events. The Air Force Ball will return to the Civic Center as well as other banquets. They have an event every weekend from now until March. They are excited to see the bigger banquets coming back.

They are still on a standstill with the HVAC. They have put this in their budget and have gotten a few quotes. She said they are still waiting on the third quote. Mr. Howalt advised they have to have three quotes since it's over \$60,000.

They put the painting on hold due to the city's new purchase program, Munis. They have been having issues getting into munis. The finance person was out for a few weeks for medical and they could not get into the program. They were waiting until they knew they could pair the vendors. Mr. Howalt advised they didn't stop working because of the transition of the software. Ms. Bertrand advised they did not have a single invoice that was paid in July. Mr. Howalt advised they are now working with all of that and everyone has been paid. Ms. Bertrand advised they are still having problems with the system but have IT looking into it.

They had Dean Marney do his quarterly alcohol inspection. They were warned that they are not allowed to have any type of gambling at the banquets. They are working with Mr. Marney on the four banquets they have in the fall to determine what type of arrangement they can make so they can continue to have their banquets to a capacity that is satisfactory to them. Ms. Crowe advised she had arranged a round table discussion with him.

Mr. Howalt asked about sponsorships for the other rooms. Ms. Bertrand has been working with Spectra and they are working on materials so that people will know what is being sold to them. Mr. Howalt asked about the buyout. Ms. Bertrand advised they are still working with it and it is still a base to base process. They have a meeting tomorrow with the regional manager and that is one thing they are going to talk about. Mr. Howalt advised he had mentioned pushing people to the golf course if they can't reserve anything here. Ms. Bertrand and Ms. Crowe advised they have been. They also have all of the information regarding pricing and size for the golf course.

Mr. Sharp asked what the benefit of a sponsorship was. Ms. Bertrand advised currently the only sponsorship they have is with Plateau and they get a free room rental that they use for their Christmas party. Mr. Sharp asked if this was an annual sponsorship. Ms. Bertrand advised they would like to have them sponsor for a few years.

Mr. Sharp asked when they decide to use concession. Ms. Bertrand advised they had a concession stand in the ballroom. They just didn't have the actual concession stand open. They do have concessions at most of their events.

Mr. Howalt asked if the rules regarding alcohol were Alcohol and Beverage rules or rules from Mr. Marney. Ms. Crowe advised they are Mr. Marney's interpretation of the raffle rules. Mr. Howalt advised they ran into that issue at the golf course so they suspended sales of alcohol while they had the raffle. He advised he would be curious to see what other communities are doing.

Agenda Item No. 5 - For the good of the order

Mr. Howalt advised the next meeting would be at 3:00 p.m., November 19.

Agenda Item No. 6 - Adjournment

There being no further business to come before the commission the meeting adjourned at 3:39 p.m.

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

**3:00 p.m.
Monday, December 2, 2019**

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

1. Call to Order
2. Roll Call
3. Approval of minutes of regular meeting of August 20, 2019
4. Report regarding Civic Center activities, Misty Bertrand
5. For the good of the order
 - Date & time of next meeting
6. 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., Monday, December 2, 2019 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
Mr. John Sharp
Mr. Jack Nuttall
Dr. Sistar Yancy

ABSENT: Commissioner Helen Casaus

ALSO PRESENT: Ms. Vicki Reyes, Assistant City Clerk
Ms. Misty Bertrand, General Manager
Mr. Keller Taylor, Spectra

Mr. Howalt called the meeting to order at 2:59 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of minutes of regular meeting of August 20, 2019

Mr. Sharp made a motion to approve the minutes of August 20, 2019 as presented; Mr. Howalt seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Report regarding Civic Center activities

Ms. Bertrand introduced Keller Taylor, Spectra. She advised Melissa Crowe has moved to Roswell and is now the general manager at their events center. They are looking to fill that position and should have a candidate in place by the beginning of next week. They had the position up for nine days and had 12 applicants.

The Holiday Bazaar was November 16-17 with around 1,200 people in attendance. Ms. Bertrand will give a report to the Lodger's Tax Board at their meeting regarding the events over the last year that have benefited from lodger's tax funds.

They are looking to restructure the marketing department and are considering another consultant or hiring someone part time. They will not increase the budget, but will be moving money around. She advised they had a consultant, but have not had one since January. They have been working on sponsorship packages and will start to sell them in January. They are also getting an ATM in house and will be looking for a sponsorship for that. They were approved to move forward on the HVAC system at the November commission meeting.

Mr. Sharp asked about the meetings with Mr. Marney regarding alcohol and gambling. Ms. Bertrand advised it was postponed and they are trying to get another date where they can gather all of their groups. Mr. Howalt suggested following up with Alcohol and Gaming to find out who the new person will be because Mr. Marney will be transferring.

Agenda Item No. 5 - For the good of the order

Mr. Howalt introduced the newest member to the committee, Jack Nuttall from Plateau.

Mr. Howalt asked if they advertise that there is a Lyft service now. Ms. Bertrand advised they have not, but she will look into the Lyft service to find out if they are available. They normally leave designated drivers up to the individual parties.

Mr. Howalt advised the next meeting would be at 3:00 p.m., March 10, 2020.

Agenda Item No. 6 - Adjournment

There being no further business to come before the committee the meeting adjourned at 3:12 p.m.