

**MINUTES**  
**AMARILLO-POTTER EVENTS VENUE DISTRICT**  
**BOARD OF DIRECTORS**  
**AUGUST 5, 2013, 10:00 A.M.**  
**CITY HALL, 509 S. E. SEVENTH AVENUE,**  
**THIRD FLOOR, ROOM 306**

Members

Glenn McMennamy, President	Yes
Terry Wright, Vice President	Yes
Tom Bivins, Secretary	No
Dean Roper	Yes
Bill Brewer	Yes
Butch Collard	Yes
Vance Reed	Yes

Also Present

Michelle Bonner	Assistant City Manager of Financial Services
Curtis Bainum	Finance Director
Claud Drinnen	Deputy City Attorney
Melanie Cleveland	Assistant City Secretary
Sherman Bass	Civic Center Manager
Virgil Bartlett	Amarillo Tri-State Exposition

**ITEM 1:** The meeting was called to order by Mr. McMennamy.

**ITEM 2:** Mr. McMennamy presented the minutes of March 7, 2013. Motion was made by Mr. Reed, seconded by Mr. Brewer, and unanimously carried, to approve the minutes.

**ITEM 3:** Ms. Bonner presented the June 30, 2013 financial report. She stated there are cash and investments of approximately \$1.8 million and accrued taxes receivable of approximately \$186,000. Ms. Bonner advised that the bulk of the investments are in property, plant and equipment for capital improvements completed over the years. Ms. Bonner stated the total assets are \$14.4 million versus liabilities and equities of \$14.4. Ms. Bonner stated that the year began with an available fund balance of \$2,115,602: The general reserves were \$500,000, ANC reserves were \$776,052 and the Civic Center reserves were \$839,550. As of June 30, revenues were \$1.7 million with the bulk of that being hotel receipts. She advised that this should be a high year for hotel receipt revenue. Ms. Bonner advised the ANC reserves at the end of this period were \$503,663 and the Civic Center reserves were \$921,788.

**ITEM 4:** Mr. McMennamy opened discussion regarding consideration of an increase in the ANC management fee. Mr. Bartlett advised that Cam Foreman has been hired as a consultant for the equine area of the ANC. The consultant will also work on bringing major shows to the area. He advised this will be more difficult with the competition among cities, but that the consultant's background in this area will be beneficial. Mr. Bartlett advised that this represents the \$24,000 increase in the fee. The Tri-State Fair will be paying half of the total, up to \$48,000, which includes travel expenses and bonuses. Motion was made by Mr. Wright, seconded by Mr. Brewer, and unanimously carried, to approve the fee increase of \$24,000 for the coming year.

**ITEM 5:** Mr. McMennamy advised that the district is committed to paying a total of \$25,000 each year for the next two years for the PRCA Championship Challenge Rodeo that will be nationally televised events. He advised that the Amarillo Convention and Visitor's Center will be paying an additional \$40,000 each year. He asked for suggestions for attracting more shows to this competitive market. Mr. Reed stated he felt we were doing all we should be to showcase the arena in this event and that we will learn from this experience.

Mr. Wright stated that the checklist has been completed for the Adequan event. Restrooms have been remodeled, the concession areas and sound system have been improved, and a cover has been added to the Cody arena. Mr. Bartlett stated he has received good feedback on all the improvements to the facility.

Discussion ensued regarding attempting to get the finals rodeo to Amarillo. Mr. Collard stated he would speak with Jeff Metters about the possibility of holding the event in Amarillo in 2014. Ms. Bonner asked if we had discussed doing an application with the state for the Championship Challenge. Mr. Bass advised that the application and research could be completed by Dr. Grotta for the 2014 event as was done for the Adequan event. Ms. Bonner stated she would contact Angie Hyland in Fort Worth regarding the possibility of completing an economic impact study.

**ITEM 6:** Mr. McMennamy opened discussion for consideration of sound system improvement to the Club at the ANC. He stated that televisions are also needed for the Club. Mr. Bartlett advised the only estimate he has for Club improvements at this time is for the flooring upgrade. The estimate is for \$23,000-\$27,000, depending on the type of flooring selected. He advised that the sound is working and they are currently working on the live feeds. He stated that he needs official approval for \$15,000 for the upgrades. Motion was made by Mr. Wright, seconded by Mr. Roper, and unanimously carried, to approve the funding for the Club improvements. It was stated that there will need to be another meeting to approve additional monies for the remainder of the Club improvements.

**ITEM 7:** Ms. Bonner referred attendees to the one page report of the ANC payments through June 30. She advised that so far this year, \$553,314 has been spent in the Amarillo Tri-State Participation account. Mr. McMennamy advised these funds were for two projects: the improvements to the Vance Reed Livestock Center remodel and \$498,000 reimbursed to the Fair to be used for the covering of the outdoor space and improvements to the concession area. The other part of the report is the Event Development account showing payments totaling \$62,000. Ms. Bonner pointed out that the negative amount of \$82,982 on the report is for the receipts from the state for the event trust. That amount was then paid back to the Quarter Horse. Ms. Bonner asked if the board still wants to see a listing of these expenses. It was agreed they would like to review the report. Motion was made by Mr. Wright, seconded by Mr. Brewer, and unanimously carried, to approve the payments for the Amarillo National Center.

**ITEM 8:** Regarding hail damage to the Cody Building, it was decided to table this topic.

**ITEM 9:** Beginning consideration of the 2013/2014 budget, Ms. Bonner reported that the expected revenue for next year is \$2,495,793, shown in the Common revenue/expenditure column. That amount is then split 60-40 between the ANC and the City. She advised that in the Professional account there is \$15,000 but per discussions at this meeting, if the board agrees,

she will move an additional \$15,000 into that account for the economic impact study and the total amount will be moved to the ANC column.

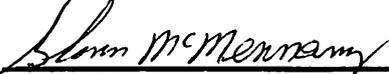
It was agreed to leave the Amarillo Tri-State Participation account at \$400,291. The \$24,000 increased management fee discussed in Item 4 will be added to the ANC Management Contract account, and the additional \$15,000 for the economic impact study will be added to the Professional account.

Ms. Bonner advised that on the Civic Center side, the management contract has been budgeted at \$398,004 and there is a requested \$350,000 for Civic Center improvements. The improvements include \$250,000 to replace the carpet in the Heritage and Hospitality rooms, \$50,000 for a portion related to the keyless entry system, and the other \$50,000 for interior digital sign replacement.

Motion was made by Mr. Wright, and seconded by Mr. Reed, and unanimously carried, to approve the budget as amended.

**ITEM 10:** There were no comments from the public.

**ITEM 11:** Mr. McMennamy announced the meeting was adjourned.

  
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Glenn McMennamy, President