



## COLUMBUS CIVIC CENTER & COLUMBUS ICE RINK ADVISORY BOARD MINUTES

**MARCH 16, 2023**

Chairman: Jed Harris (absent)

Civic Center Interim Director: Lisa Goodwin

Managers Present: Kanise Wiggins, Valencia Evans, Nixon Patterson, Detrevious Thomas

Members Present: Jenny Teague, Jessica Hergott, Trawick Johnson, Nicole Adderly, Orrin Hergott, Gregory Blue, Jack Rosenhammer

Members Absent: Danielle Edwards, Keith Higgins, Latasha Lee, Terrance Little

Meeting called to order at 10:00am  
January 19, 2023, minutes approved.

Interim Director Lisa Goodwin:

- Greeted all on the call.
- Although he is not on this call, we want to thank Jed Harris for his tenure on the Civic center Board serving 7 years and serving as the Chair.
- We also want to welcome our new members to the board. Jack Rosenhammer, District 9 and Gregory Blue District 3. We do have District 2 open and will work to get that filled.
- I want to thank the staff; they are constantly moving around from daytime events to nighttime events. They continue to make things happen. I congratulate them for all they continue to do.
- We need to appoint a new Chair during this meeting – Nominations are now open. Jack Rosenhammer expressed an interest in serving as chair.

Roll call taken for this meeting by Rae.

- Finding we have a quorum Jessica Hergott nominated Jack Rosenhammer, a second by Gregory Blue, Vote confirmed Jack Rosenhammer is nominated the new Chairman of The Civic Center Advisory Board.

Lisa Goodwin:

- I want to mention that we are in the midst of our FY2024 budget. We are going through budget reviews right now which means all the departments have turned in their budgets and the administration, Mayor and City manager are talking to them about their budgets and what they are looking for. Then the open public open meetings will come sometime around the April May time frame.
- I do want to say that the Civic Center has money that was approved in the America Rescue Plan and the Special Purpose Local Options Sales Tax. We are looking to replace the HVAC system and some other upgrades of our systems here. The city has taken on a comprehensive camera program where we are upgrading the cameras in all of our facilities including the interior and exterior. The Civic center has the second highest number of cameras within the city, and we are upgrading to new technology such as tag readers. If you come through the civic center right now you will see work being done and that is the camera contractor laying the groundwork pulling wires and such getting ready for the installation of the cameras.
- We are looking to have the roof replaced on the Civic Center as well. That is in the range of \$1.5 million. This will come from the special purpose local options sales tax we will enhance the outdoor stage and Courtyard.
- Right now, we do not have a Director or Event Services Manager. I will start reviewing applications within the next 60 days. In the proposed budget we are looking to turn the Events Managers position into an Assistant Directors position. Right now, the Civic Center is one of the departments that does not have an assistant. When a director comes in and only stays for a few years there is no transition where someone

can step in and serve in the interim capacity. Right now, you will see the position as Events Services Manager because it has not yet been approved.

- I would like to share that the Liberty Theater is now in the ownership of the city. The Liberty Theater will now fall under the Civic Center. This will be another facility that we will program for use. We are starting the process to renovate.
- We have quite a few dollars that we have put aside for the Liberty, we have also gone after various grants for historic places. If you go by you will see a construction fence around the Liberty Theater. We didn't want it to look like a construction site, so we put up some nice black and white posters of Legends that have performed there. We are planning a celebration April 29<sup>th</sup> inviting the public out so they can see what we have planned.

Finance: Jennifer McVay- absent

- Financial statements provided.

Operations: Brian Giffin- absent

Marketing Manager Kanise Wiggins:

- We have a few events coming up. One being March madness, it is on our social media and our web site. That event will take place on March 25<sup>th</sup>.
- We have Spring Fling that will be taking place March 31 through April 9<sup>th</sup>. The advertising for Spring Fling has started. Each year the Columbus Civic Center gets \$16,000.00 to advertise the Spring Fling. Some of the advertising includes WTVM, WRBL, On Media, WLTX, WLTZ, the Ledger Enquirer and The Courier, all radio stations in the City as well as on our Social Media. We have come up with some new protocols to ensure safety for the Spring Fling one being that all children that are under the age of 17 have to be accompanied by an adult. We are putting that on our social media as well as our web page. There will also be signs out.
- We have an event on April 23<sup>rd</sup> which is a comedy Jam, the last two events that the line up has come to were sold out events and we expect the same for this one. We have a Gospel event scheduled for June 3<sup>rd</sup>.
- I did skip the excitement of what's to come, which will be taking place April 29<sup>th</sup>. It is an event that is going to take place outside of the Liberty Theater, and as Mrs. Goodwin has mentioned, we have worked diligently on this event and we are looking forward to having an amazing block party for the community. There will be jazz artists & others. We are also going to recognize Miss Ma Rainey, she won a Grammy Lifetime Achievement Award this February.
- We have our Juneteenth Festival that will take place June 16 through June 19, more information to come on this event.
- We have Blippi on June 21<sup>st</sup>. Blippi is a children's show.
- Jack Rosenhammer-I just have one question about marketing Miss Wiggins. Is there a packet that we can get to give companies so that if they want to advertise on the jumbotron or marquee? Is there a packet you have that gives options?

Kanise Wiggins-Yes, absolutely. We will have a 2023-2024 marketing and advertising proposal that I can send to you, and it has all our rights for our concourse signage, our marquee as you mentioned, our digital boards that are inside of the arena. Also, if you would like to have your business on our website at the bottom of our scrolling marquee. All things Civic Center are in the proposal.

Box Office: Valencia Evans:

- Kanise went over the events so I will just give ticket numbers.
- Hockey will be good this weekend. Friday the River Dragons will be doing a tailgate for St. Patrick's Day and Saturday there will be a legends game before the actual game.
- March Madness- tickets are selling well. The comedy show- tickets are over 1000 as Kanise said we expect a sellout. The gospel show is picking up as well.

Events and Cultural Affairs Coordinator: Nixon Patterson

- We do have some exciting things going on in events. We are privileged in events to touch all the divisions here at the Columbus Civic Center.
- As we are gearing up for Graduations we are working on a Hunting and Fishing Expo. We are working with a promoter to bring a dinosaur adventure show. Later in the fall we will be doing the Denim and Diamonds show.
- We are excited here at the Columbus Civic Center because we have so many amazing events coming up and we tend to see a lot of new faces. Our goal here is to make sure when the patron leaves, they leave with the best experience.

Ice Rink: Detrevious Thomas

- The Ice rink is steadily growing. We have parties every weekend.
- We have added outside lights so we can be seen from the street.

Q&A

Gregory Blue- Like Jack, I'm a small business owner and I'm interested in the marketing side. I also am a family man; I have grandchildren that I want to attend a lot of events. I want to get to know each and every one of you. If you need me, I'm available to serve on any boards or committees.

Jack Rosenhammer- inquired about the budget. Concerned about the age of the Zamboni's.

Jessica Hergott- Inquired about the ice plant. If it can be replaced. Lisa stated she would get more information from Brian to answer this question.

Gregory Blue- can I get a tour of the Civic Center. Nixon gave his contact number so he could call and set up a time.

Rae will send out staff contact numbers to the board.

Respectfully submitted,

# Rae McConnell

Rae McConnell, Board Secretary

Meeting adjourned at 10:40am