

SUMMARIZED MINUTES
WESTWORLD MASTER PLAN REVIEW
PUBLIC MEETING
Wednesday, August 30, 2006



Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Attendees:

City of Scottsdale

Council Member Drake
Councilman Ecton
Councilman McCullagh
Roger Klingler
Dan Worth
Jay Collier
Brent Bailey
Gloria Storms Ruiz

AZ National Quarter Horse

Grant Boice

AHAA

Taryl Pearson
Kelly Charpentier
Bill Flood

AZ Bike Week

Ralph Wilson
Brad Bennett

Barrett Jackson

Casey McDonald

BOR

Rick Mellegard
Terry Wilson
Pete Castaneda

Scottsdale CVB

Dan Tavrytzsky

Dressage Assn.

Chad Farmer

Monterra

Bill Smith
Jim Mayor

Region VII

Janice Wight

Sun Country

Jan Bruner
Taffy Wolf

Scottsdale Classic

Barbara Dietz

Scottsdale Citizens

Susan Wheeler
Don Brokaw

AZ Republic Newspaper

Lesley Wright

Equistar

Norm Freeman

1. **Introductions**

Roger Klingler asked everyone to introduce themselves and say what association or group they represent.

2. **Last Meeting Summary**

Roger Klingler stated that a copy of the minutes from the August 2, 2006 meeting was at each chair. Mr. Klingler summarized that in the previous meeting we had covered costs and updates pertaining to the Master Plan. He asked that if anyone had any changes to please contact him and we would make the revisions.

3. **Review of Background Materials**

Council Member Drake asked Roger Klingler and Dan Worth to go over the packet the attendees received prior to the meeting.

The packet included a large aerial of WestWorld property, and renderings of the Multi-Purpose building ranging from 2001 to 2003. Revisions included making the building smaller because of the original cost and the location of the building.

4. **Multi-Purpose Building**

Discussion ensued on the function of the Multi-Purpose building. (Also refer to Council Member Drake's notes from this meeting, Attachment A.)

- **Is there a need for additional covered arenas?** If WestWorld had another Equidome-type arena, the present Users said they would utilize it, and if it was utilized year-round, it would need to be air-conditioned. Making the Multi-Purpose building floor adaptable for both equestrian and non-equestrian uses would be required.

Council Member Drake asked if Roger Klingler and Dan Worth could research the cost of different flooring options and provide us with that research in approximately thirty (30) days. This will include the process/time/cost of bringing dirt/footing into the building for equestrian events.

- **Size of Multi-Purpose Building?** Council Member Drake asked the Users how large they would like the Multi-Purpose Building to be for their needs. The equestrian and non-equestrian Users stated that a 200,000 square foot, column-free building would fit their needs.

- **What should be included in the design of the Multi-Purpose Building?** The Users would like to see the following included in the Multi-Purpose Building: Air-conditioning, Kitchen/Catering/Food Prep Area, Restrooms, Concession Area, Event Offices, Administration Office, Meeting Rooms, and Loading areas.
- **Location of Multi-Purpose Building?** There are three possible locations listed below with both positives and negatives of each:

➤

North of Main Road on newly purchased 52 acre parcel

(+)	(-)
On City, not Federal land	Too far from arenas
Close proximity to Barrett Jackson	Stall/parking space gone
Good traffic flow	Existing gas/power lines

South of Main Road, adjacent to Equidome (Lot J)

(+)	(-)
Ease of access from Equidome and other areas	Potential negative impact on events in Equidome
Minimal impact on parking land	Would straddle both COS and Federal land
	Cost of putting building over drainage ditch

West of Equidome Arena

(+)	(-)
Does not impact stabling/parking	Further from barns
Can be used in conjunction w/ PF	Horses crossing on pavement
Pad/utilities already exist	Not a good flow for horse shows

- **Shape of Multi-Purpose Building ?** Is there another shape, besides what is in the existing rendering that would work?

There was a suggestion that it be a one long building that would be made up of two 100,000 square foot pieces. One of the pieces would be adjacent to the north side of the Equidome Arena, and the other would be placed on the west end of this building.

5. Next meeting date

Although the research on the Multi-Purpose Building would not be ready for thirty (30) days, the Users wanted to meet prior to this to review other areas of the Master Plan.

The next meeting is scheduled for Wednesday, September 20, 2006, at 3:00 p.m., Monterra at WestWorld.

ADJOURN PUBLIC MEETING

SUBMITTED BY:

Gloria Storms Ruiz

Gloria Storms Ruiz
Recording Secretary

REVIEWED BY:

Roger Klingler

Roger Klingler
Assistant City Manager

ATTACHMENT A

Meeting notes from Council Member Drake

All-season show arena would extend show season

- If used during shoulder/summer season some sort of cooling would be necessary

Is there a demand for a new Equidome-type arena?

- Yes, the Equidome Arena is consistently booked
- Could be used for Clinics and other events besides shows
- Some shows could use two Equidome Arenas for their event

The alternative to building another Equidome is to enclose the existing Equidome for year round use.

The possibility of bringing in new shows to WestWorld, for example HITS from Tucson, during the current show season is not a possibility with existing arenas. They are booked.

If a new arena is built, it is easier to plan as a horse show venue than a trade show venue as it is more adaptable as a horse show venue. For example, a clear span building with no columns, and no fixed seating would be the best design.

Dirt vs. concrete floors

- Each venue charges differently for hauling dirt in for horse shows. Some build the cost into the facility fees, others charge for this over and above the facility fees. The cost is approximately \$25,000 per show and there is a time constraint. Some Users stated the changeover can take one night, others have seen it take one week.
- The flooring system must be able to absorb the moisture it would take to work the footing for the event.
- The dirt would only be brought in for the arena; it would not cover the entire floor.
- It would be necessary to:
 - ◆ have a staff that would know how to work the dirt
 - ◆ equipment would be necessary to move this dirt
 - ◆ the dirt would have to be stored in a structure that would prevent contamination

Using collapsible flooring instead of hauling in dirt was mentioned. The cost could be prohibitive, but we need more information. Possibly trade shows/commercial events could afford this type of flooring more easily than horse shows could.

Consider making the building either a horse show arena OR an exhibit hall, not one that serves both functions.

Discussion ensued on making the west end of the property for Commercial Events only and the east end for Equestrian Events only.

It was determined that vendor space for equestrian events needed to be close to the show arenas. It was not likely that an exhibit hall built to the west of the Equidome would be used by the equestrians.

If a new arena is built, AHAA would like to see it located next to the Equidome as they would use it for vendor space rather than for show classes. Or, they would like to have permanent vendor space added to the existing Equidome.

Instead of building another arena, why not enclose and air-condition the Equidome in order to extend the show season.

- Updated cost information is needed for this project
- The cost will be high and the Equidome would be unusable for up to two years
- Based on present use, this may make sense if cost/logistics/construction scheduling to minimize downtime could be worked out.

If adding more horse shows is the objective, then build a second Equidome.

- For example, bringing HITS from Tucson. However, their circuit is from late January through March and WestWorld is already fully booked at this time. Also, more show arenas (6), stalls (600-800), and parking would be needed.

How large should the Multi-Purpose building be?

- Barrett-Jackson stated it would never be large enough to house their entire event, they would still need to supplement – Do not oversize the facilities for only one event per year.
- BJ will build an auction facility on their property next to WestWorld and use WestWorld for parking, vendors, and ancillary activities. Space = 300,000-350,000 sq ft. at WestWorld.
- BJ would use 200,000 sq. ft. exhibit hall if they build their auction house on their land.
- AHAA, Home & Garden Shows would use 200,000 sq. ft.
- Bike Week and Big Boys and Their Toys would probably not use the building as they are mostly outdoors.
- Building a 200,000 sq. ft. building that is elongated into 2-100,000 pieces was discussed. It should still remain one building, but able to partition into smaller areas.

Location of new building – three options

- North of Equidome on City-owned land (52 acre parcel)
 - ◆ Advantages – Better location for possible equestrian events, all on City-owned land, proximity to BJ property, and traffic flow good for big shows as it is not routed through equestrian area.
 - ◆ Disadvantages – Not as good as immediately north of Equidome for AHAA, located across WestWorld road, too far away, takes up space

used for parking and temporary stabling, construction could be limited by power line and utility easements.

- Immediately north of Equidome, straddling the City/Federal boundary
 - ◆ Advantages – Proximity to Equidome, easy access from horse show arenas and stabling, good access to BJ, minimal impact on land used for parking, barns etc.
 - ◆ Disadvantages – Could negatively impact shows in Equidome (for example BJ moving out while Sun Country is moving in), possibly more complicated as it straddles
 - ◆ City/Federal boundaries, additional cost of relocating road, and piping drainage ditch, necessary to work with BOR if existing land/water/ditches are changed.

West of Equidome, on Federal land

- ◆ Advantages – Does not impact stabling/parking for horse shows, could use in conjunction with events on Polo Field, pad is graded and utilities are already in place, lower construction costs, no drainage issues.
- ◆ Disadvantages – Could be a conflict co-mingling public with horse traffic, horses would have to travel across pavement for shows, much farther from barns, arenas, other show facilities, doesn't take advantage of City land ownership, farther from parking.

Staff was requested to sketch a plan showing the 200,000 sq. ft. building site under each of the above options, identifying costs, constraints and positives of each.

What type of facilities should the 200,000 sq. ft. building include?

- No fixed seating, air-conditioning, kitchen and catering facilities, plenty of restrooms, concession space, offices for administration and event use, meeting rooms
- If a 200,000 sq. ft. building is constructed, what happens to the tent?
 - ◆ BJ – IF the exhibit hall was located to the west and IF BJ builds an auction facility on its land, BJ would use the tent for parking auction vehicles.
 - ◆ None of the equestrian users think that leaving up the tent is important
 - ◆ Other than BJ, who else would use the tent?
 - Could be used for additional trade shows if the exhibit hall was booked; however, parking could be an issue
 - Would/could be used by events that are also using the Polo Field; for example Good Guys and Bike Week

SUMMARY

New building to be 200,000 sq. ft.

Need input on costs – footing vs. flooring.

Staff will bring back graphic analysis of the three site/location options discussed with information on advantages and constraints, costs, other ideas regarding shape and sizing.

New building will be used during the “season” primarily for horse show vendors and exhibits, trade shows, and other commercial events.

Equestrian events may use it to extend the show season beyond winter/late fall/early spring.

It is unlikely the new building will be used to attract additional horse shows during the prime/winter season unless an additional 5 – 6 show arenas are built and space is found for additional stabling

(600-800 horses minimum) and other horse show facilities AND unless parking for these additional shows and traffic impacts can be resolved.

When the new building is constructed, the tent can probably go away.

NEXT MEETING

- Staff indicated it would take about 30 days to develop the information requested.
- It was agreed that the committee will meet in about two weeks to discuss other issues, including:
 - ◆ Number, location, type of additional permanent barns
 - Existing barns are in need of repair
 - Staff requests input on what repairs are needed
 - ◆ The A frame
 - ◆ Possible relocation of the Polo Field
 - ◆ Possible boarding and training operations
- People were invited to email Roger Klingler with suggestions for additional discussion items.
- Next meeting to be held September 20, 2006.