

SUMMARIZED **AMENDED** MINUTES
WESTWORLD MASTER PLAN REVIEW
PUBLIC MEETING
Wednesday, October 4, 2006



Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Attendees:

City of Scottsdale
Council Member Drake
Roger Klingler
Dan Worth
Jay Collier
Sgt. Tom Hill
Ramone Ramirez
Gloria Storms Ruiz

AZ Republic
Lesley Wright

Monterra
Jim Mayor

Barrett Jackson
Casey McDonald
Patrick van der
Bossche

Scottsdale Citizens
Susan Wheeler
Dawn Brokaw
Kevin Callahan

AHAA
Taryl Pearson
Kelly Charpentier

BOR
Rick Mellegard
Terri Wilson

Scottsdale CVB
Dan Tavrytzky

AZ National
Quarter Horse Assn
Grant Boice

Dressage Assn.
Chad Farmer

Sun Country
Jan Bruner

1. Introductions

Roger Klingler asked each attendee 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 September 20, 2006, meeting was at each chair. Mr. Klingler stated that at the last meeting we had discussed the Polo Field relocation and there was a consensus that even though there were some positives, there were also concerns with the cost of the project. Some users felt we could use that money, \$4.8 million dollars, on other projects that would benefit all Users of WestWorld.

The Users present agreed they would like to have the additional permanent barns placed north of Arena 3 and Wendell.

Additional topics to be added to future agendas included:

- New Show Offices
- New restrooms

3. Multi-Purpose Building

Dan Worth presented four possible designs for the new Multi-Use Building. Mr. Worth stated that each schematic is approximately 200,000 square feet of clear span exhibit space, in addition to between 60,000 – 70,000 square feet of support space including: Administration Offices, Catering/Kitchen Prep Areas, Mechanical Rooms, and additional meeting rooms.

This design is the same exhibit to support space ratio as in the original Master Plan design.

The cost is estimated to be approximately \$72,000,000 to \$80,000,000.

Mr. Worth said there are design options that would lessen the cost of the building such as:

- Less square footage
- Not using stone clad walls, which would lessen the aesthetic appeal
- Not having extended overhangs on the outside of the building, which would mean less protection from the elements
- Using steel trusses instead of wooden trusses
- Inserting support columns

Design A-1: Located west of existing Equidome Arena on pad with existing utilities.

- ◆ A 198,000 square foot Multi-Use Exhibit Floor Space
- ◆ 264,000 gross square foot concept (2nd floor not included)
- ◆ Column Free
- ◆ Possible 10,000 bleacher seating and 20,000 floor seating
- ◆ Possible 2 show arenas
- ◆ Operable partition for two separate floors
- ◆ Positive: Pad has utilities
- ◆ Positive: Does not impede traffic flow
- ◆ Negative: Too far away for equestrian users
- ◆ Cost: \$275 per square foot

Design A-2: Located north and west of existing Equidome Arena.

- ◆ Longer and narrower than A-1 design
- ◆ A 201,600 square foot Multi-Use Exhibit Floor Space
- ◆ 273,300 gross square foot concept
- ◆ Column Free
- ◆ Possible 9,250 bleacher seating
- ◆ Positive: Adjacent to Equidome
- ◆ Positive: Easily separated for two events to co-exist
- ◆ Negative: Size of exhibit floor not as good as A-1 design
- ◆ Cost: \$265 per square foot

Design A-3: Located on 52 acre parcel north of WestWorld at 94th Street and WestWorld Way.

- ◆ A 198,000 square foot Multi-Use Exhibit Floor Space
- ◆ 264,000 gross square foot concept (2nd floor not included)
- ◆ Column Free
- ◆ Possible 10,000 bleacher seating and 20,000 floor seating
- ◆ Possible 2 show arenas
- ◆ Operable partition for two separate floors
- ◆ Positive: On City land for control of event usage
- ◆ Negative: Encroaches on 94th St. and irrigation canal north of WestWorld Way
- ◆ Negative: Not adjacent to Equidome Arena
- ◆ Cost: \$275 per square foot

Design A-4: Located adjacent to existing Equidome Arena stretching north over drainage canal and onto 52 acre parcel.

- ◆ A 198,000 square foot Multi-Use Exhibit Floor Space
- ◆ 264,000 gross square foot concept (2nd floor not included)
- ◆ Column Free
- ◆ Possible 10,000 bleacher seating and 20,000 floor seating
- ◆ Possible 2 show arenas
- ◆ Operable partition for two separate floors
- ◆ Positive: Adjacent to existing Equidome Arena
- ◆ Negative: Placing a building over an irrigation canal is against code
- ◆ Negative: Drainage issues would cost an estimated \$1.0 million to change
- ◆ Negative: Impedes traffic flow by blocking north road of WestWorld
- ◆ Cost: \$275 per square foot

After Dan Worth made his presentation, discussion ensued. The Users generally preferred Design A-2, and Design A-4, with some possible variations. For example, they would like to have the same dimensions as A-1 even if it meant having to re-route the north road of WestWorld. Roger Klingler stated that another possible design would be to modify Design A-4 by splitting the building into two parcels; each 100,000 square feet. One of the buildings could be placed north of and adjacent to the existing Equidome Arena. North of this would be a large open-air plaza that would lead to another 100,000 square foot building located on the 52 acre parcel.

This design would enable the equestrian events to have a building adjacent to the Equidome for their vendors or to expand the footprint of their equestrian arenas. The second building would be located solely on COS land and would not be under the constraints of the Land Use Agreement with the BOR. Tying them together with an open-air plaza would enable the show attendees to enjoy the easy access and the Sonoran desert.

This is an option that needs to be studied further.

A User asked if the City had done a fee analysis on what it will cost to rent the new building. There is a concern that it would cost too much for the small shows to rent. Roger Klingler stated we had not reached the point of doing fee analysis.

It was mentioned that in order for WestWorld to be able to hold certain non-public shows at WestWorld, the City would have to discuss what is allowed under the BOR agreement. Some equestrian users want to insure that any changes would not push out the equestrian users in favor of non-public Shows.

Roger Klingler asked Dan Tavrytzky of the Scottsdale CVB what their requests are for meeting space. Mr. Tavrytzky stated that the largest ballroom in the Phoenix area is a 25,000 square foot space at Kierland Commons. The other existing space at the

Princess Resort is 22,000 square feet and will be expanded another 18,000 – 20,000 square feet by 2008.

Mr. Tavrytzky said that their requests are numerous for a venue of more than 100,000 square feet, and if there was one available, it would put many more 'heads on beds' in Scottsdale.

Roger Klingler asked Jay Collier, WestWorld Event Director, how many events he felt would host with the addition of a new building. Mr. Collier stated that, conservatively, WestWorld could host an additional 110 event days per year with a new building, if non-public uses were permitted.

It was decided to meet again in four weeks instead of two, since there is a WestWorld Subcommittee meeting scheduled for October 19, 2006.

4. Next Meeting Date

The next meeting date is tentatively set for Wednesday, November 1, 2006. A notice and agenda will be sent out to confirm the date, time, and location.

ADJOURN PUBLIC MEETING

With no further business to discuss, the Public Meeting adjourned at 4:38 p.m.

SUBMITTED BY:

Gloria Storms Ruiz

Gloria Storms Ruiz
Recording Secretary

REVIEWED BY:

Roger Klingler

Roger Klingler
Assistant City Manager