SUMMARIZED MINUTES
WESTWORLD SUBCOMMITTEE
PUBLIC MEETING
Thursday, April 26, 2006

Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Call to order at 7:59 a.m.

Roll Call

Members Present: Subcommittee Chair Betty Drake
Councilman Wayne Ecton
Councilman Robert Littlefield

Also Present: Roger Klingler, Assistant City Manager
Jay Collier, Events Director
Dan Worth, Capital Projects Manager
Jennifer Bowley, WestWorld Technician

1. Approve minutes from February 16, 2006 meeting

Motion was made by Committee Member Littlefield, seconded by Committee Member Ecton with no objections.

2. WestWorld Activity Update – Jay Collier

Jay Collier said WestWorld has had a very busy spring and is approaching the end of the season. Spring events included the Scottsdale Arabian Horse Show, Fiesta Cluster Dog Show, Parada del Sol Rodeo, the Spring Hunter Jumper Horse Show, Cirque du Soleil's "Corteo", and AZ Bike Week. He stated that even though Arizona Bike Week, the Dressage and Appaloosa Horse Shows and Cirque all occupied the same weekend, there were no problems.

Committee Chair Drake complimented the success of Bike Week and the minimal impact it had to the Dressage event and Cirque. Roger Klingler agreed that everyone did an excellent job of planning.

Jay Collier said this was a record year in ticket sales for Cirque. All but 12-15 shows were sold out. He added that Cirque is planning to return to Arizona every other year. There were a number of new events in the tent this spring including the Bridal Fair, the Antique Show, ArtScottsdale, and Big Boys and Their Toys. Gary Glava, promoter for Big Boys, was very pleased with last weekend's event. He said they had 14-15,000 attendees.

Jay Collier reported that WestWorld had record setting attendance and increased vendor participation at our events this year. This has been the busiest season for WestWorld and we continue to receive positive feedback on the capital improvements, especially the two new covered arenas and stall mats.

Committee Chair Drake agreed that she is hearing the same positive comments.

This week we have the Region VII Horse Show and the McDowell Mountain Music Festival. Upcoming events include a Saddlebred Horse Show, Ponies of the Americas Horse Show, a one-day Arabian Horse Show, and the Valley Chevy Tent Sale. Promoters for the Chevy Sale plan to bring in approximately 1200-1400 cars.

Jay said he wanted to thank the WestWorld staff for all their hard work in organizing events, City Staff, including Dan Worth and Corey Lew for help with all the WestWorld improvements, and the show promoters who are great to work with. He also thanked Roger Klingler for his valuable support of the WestWorld staff.

Roger Klingler said he received a letter from the Fiesta Cluster Dog Show in regard to EJ Jones. He said EJ had rescued a Whippet from traffic on the access road. He said the club gave him an award and that EJ should be recognized as well at one of the next Subcommittee meetings.

Committee Chair Drake added that he should be presented with an employee award at a City Council meeting.

3. Tent and other CIP Updates – Dan Worth

Dan Worth said there are three anticipated improvement projects planned for Summer 2006. The first is the tent fire system. Gralla, gh2 Architects, who has been a part of the updated WestWorld Master Plan, has the project 90% complete. The project is part sprinkler and part hose reels. It was determined this was the best method of sprinkling the tent. The fire approval and building approvals will be coming soon. The estimated cost of the project including the pump station is $500,000. This project is anticipated to begin in June with a completion end of September 2006.

The second project currently under budget consideration for next year is $2 million for tent improvements. This project would include some level of air-conditioning and heating. A demand study for air-conditioning has concluded, the best choice is an evaporative system with gas heating. The cost estimate for this project is between $3 - $4 million, and is less expensive than air-conditioning. Discussion ensued as to less expensive options in which events would need to supplement.

A second part of this project is the amount of power needed for the evaporative system and total event power requirements. For example, Barrett Jackson's power needs include the City's tent and Barrett Jackson's tents, and the Polo Field would require 3 transformers, cables, and panels. The worst-case estimate is $750,000. It is anticipated APS would cost share in part of the costs, as it would provide an additional revenue source for them. There are several options being considered with regard to the power in the tent and this project is still in the study stage, user meetings will follow.

Committee Member Littlefield asked if these changes would accommodate only current events or if it would attract new events. Roger Klingler replied that this would be a means to keep existing events and to assist new events with the cost of holding their events here. It would also help stretch events into the shoulder season. Committee Member Littlefield asked if this would be a cost-share with events and what would the base level be for heating, cooling, and power. Roger Klingler said we are determining what that level should be. Committee Member Littlefield said this becomes a business issue when we are talking about spending $2 million dollars: Can this be justified, and would the rates be increased? Roger Klingler said WestWorld is not an enterprise fund and will not have 100% revenue recovery. He stated that WestWorld needed to provide "the basics" in order to attract new events. Jay Collier stated Big Boys and Their Toys was concerned about the heat this past weekend and researched prices for temporary air-conditioning for the weekend. The cost would have been $40-50,000. Jay said that if we had the power, and could charge the event a reasonable fee, a lot of events would appreciate this option.

Committee Chair Drake requested a cost benefit analysis for this project. She also requested a written report that shows which events would pay for additional power and air-conditioning, potential fees for each, and an estimate of how much money would be recovered.

Committee Member Ecton said he would prefer to move ahead with the multi-purpose building and long term plans, rather than invest money in a temporary structure. Discussion ensued regarding what should be done outside of the necessary public safety issues. Roger Klingler stated, the tent needs to last 5 years as the multi-purpose building is not currently in the 5-year plan due to funding issues. The committee agreed it was very important to proceed with the planning of the permanent building in order to move forward as soon as funding is available.

Roger Klingler asked about the safety inspections and building permits in the tent. Dan Worth said the tent is in compliance with all safety inspections and has the necessary building permits.

Committee Chair Drake stated that at the next meeting in June, she would like to discuss a schedule for a working group to look at the facility and make some decisions/recommendations.

Dan Worth said the third capital project includes improvements to the newly acquired land north of the waterway. He said this $2 million in improvements is subject to the approval of the new budget. The improvements would enhance the land for public parking, include a location for temporary barns, and RV pedestals with power and water. At a prior meeting with the Arabian Horse Association, AHAA favored the plan that had more barn frontage. In addition, this project would include fixing the drainage problems in this area.

Roger Klingler stated the area west of the 52 acres needed parking improvements. Dan Worth said they would be fixing the grade and possibly installing decomposed granite to address some of the issues; however, curbing and paving would not be part of the project.

Committee Chair Drake asked if the Arabian Horse Association could be given copies of the plan so the temporary barn contractors could determine if the plans were feasible. Dan Worth said that one of the contractors was present at a recent meeting with the Arabians and believed the plans are workable. Roger Klingler assured the committee there would be more user meetings to determine short and long-term feasibilities of the temporary barn plan.

4. Potential Audit – Roger Klingler

Roger Klingler explained that a potential audit of WestWorld would involve three aspects: compliance, financial, and management. In a recent meeting with the Audit Committee, it was discussed that the management audit be held off until the new General Manager is in place. Roger asked the committee if they felt this was the correct direction. The committee agreed it was.

Committee Chair Drake asked the status of hiring a new manager. Roger Klingler replied the City's Human Resource (HR) department is working on the recruitment and someone should be in place in August. HR is putting together an interview panel and will have a user meeting to obtain input from the users; however, the City would make the final decision on who would be hired. Committee Chair Drake requested a copy of HR's brochures for each member of the committee.

Roger Klingler asked about the upcoming meeting schedule. Committee Member Ecton recommended keeping to the scheduled meetings, and the entire committee confirmed the list below.

- Thursday, June 15, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, August 17, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, October 19, 2006, 8:00 a.m., Monterra at WestWorld
- Thursday, December 14, 2006, 8:00 a.m., Monterra at WestWorld

Public Comments –

Chad Farmer of the Dressage Association said, due to their excellent support, the WestWorld Staff helped make this year's event very successful. He also wanted to thank the City for the recent improvements including the covered arenas and stall mats.

Committee Chair Drake said she had received emails from a participant at the Dressage show regarding footing issues in the Wendell Arena. Mr. Farmer replied the footing at Wendell was a problem due to the limited water and drags he had scheduled. He said any problems were a result of him not having more water and drags scheduled and in no way should be a reflection on the Operations staff.

ADJOURN PUBLIC MEETING

With no further business to discuss, the Public Meeting adjourned at 8:59 a.m.

SUBMITTED BY:

Jennifer Bowley

Jennifer Bowley
Recording Secretary

REVIEWED BY:

Council Member Drake
Chair

Officially approved by the WestWorld Subcommittee on 6/15/06