

Event Center Advisory Board

DATE November 26, 2024

TIME 5:33

MEETING CALLED TO ORDER BY Paul Pinke

IN ATTENDANCE

Board Members: Deb Jacoby, James Stenger, Jake Jacoby

Event Center Coordinator: Jezmea Burkett

Others: Julie Lammers (City Clerk-Treasurer)

Absent: Vanessa Perry

APPROVAL OF MINUTES

Jake Jacoby motioned to approve, Seconded by Pinke. Motion Carried.

STATUS OF RECOMMENDATIONS TO CITY COUNCIL

- No Recommendations to Council

INCOME AND EXPENSE

Discussed advertising with various sporting events around state finals. Looking into pricing for the various sports.

Discussed not advertising with Channel 3, as we think it may not be the target audience and its one of the more expensive advertising options.

Discussed the addition Setup of chairs and tables as an option for the VEC and if that would entice possible renters. We also feel that the lack of a hotel in town hurts us as there is nowhere for people to stay, but maybe we need to team up with busing companies in the area to have transportation available.

Lammers and Burkett are going to put together a document for potential renters that discuss the various options that work with the VEC (Bar, Caters, Transportation, etc.)

Jake Jacoby made a motion to charge bars that are brought in for rentals \$125 as that is what is cost the Lions in the past to have a bar, and no other establishments are having to pay that fee. It was discussed that it was a fee for them for a daily liquor license and that the other bars have catering licenses. Pinke Seconded. It passes 3/1. Stenger opposed.

Jake Jacoby would also like the board to explore the idea of having vending machines available at the VEC as a potential source of added income. The board expressed concerns of cost, and who are they available for, as they wouldn't be able to be on during events with food or beverage being served. Will be discussed later.

Looked at the proposed 2025 improvements.

-Discussed the need for a new projector. Stenger is going to look at the current hung projector and see if the lamp just needs to be replaced.

-Jake Jacoby will look into window covering options for the kitchen serving windows.

-A motion was made by Pinke to remove from the list "Remove current cabinets and sink in smart room" and "Replace Floor in smart room" Second by Lammers. Approved.

-A motion was made by Lammers to remove "New Chairs for Smart Room" Second by Deb Jacoby. Approved.

MEMBERS

The board needs to find a new member to take Stenger's seat as he is now on the city council starting in January. We will also find out in January the city council member that is assigned to the board by the incoming Mayor.

RENTAL IDEAS

Lammers spoke about a potential Daycare that will be starting in Vergas, and that they might be looking for an interim space until their new location is ready. Jake Jacoby spoke about the current Zumba group not being very receptive to the change in their schedule and that it may caught them to find a different location for their classes and the loss of that income. Stenger spoke about the need for a daycare in Vergas and that this might just be the best option for the potential business in town as well as the citizens of Vergas. The income that would be brought in from the daycare rental would more than cover years of Zumba classes.

The current swags will stay installed in the VEC until the next event that the renters do not want them.

Lammers spoke about the idea of advertising the VEC for birthday parties. She would like to team up with a party planned that would provide different package ideas to potential renters for their parties. She has someone in mind to partner with, and she will follow up with them. This could also be added to the "Rental Sheet" as another service that the VEC can provide. Lammers will get more information on this.

MEMBERSHIPS

We should continue the current memberships that we have. We should look into our Vergas Community Club membership and see if I can be bundled with the City's membership.

BUILDING REVIEW

Stove top- The stove top was delivered, but somewhere during the ordering process a different cooktop was purchased by a different brand and the new top only has 2 burners that cook from low to high. The additional 2 burners only cook on medium. Deb Jacoby expressed that this makes this cooktop not usable for the Lions events. A different cart was purchased as well and wheels were not delivered with it but were ordered. Lammers will look into the wheels for the cart.

Convection Oven- The oven was on backorder but not has arrived. Lammers was waiting for everything to arrive before calling the electrician, so we only have one fee to pay for them to come out.

~~A motion was made by Deb Jacoby to sell the new stove top and order the one that was first presented. Seconded by Pinkie. Motion Approved 3/1. Opposed by Jake Jacoby because of a discrepancy in the verbiage used.~~

Motion Rescinded by Deb Jacoby

Jake Jacoby made a motion to trade or return (there may be a restocking fee but might be less than us trying to sell it) and purchase a new stove top. Seconded by Deb Jacoby. Motion Carried.

FUNDRAISING EVENTS

Decided to table fundraising events until we have a specific reason to fundraise, and work on promoting rentals.

Meeting adjourned at 7:13pm by Jake Jacoby. Deb Jacoby Seconded. Motion carried.

Minutes Recorded, typed, and submitted by James Stenger.

COUNCIL RECOMMENDATIONS

The committee recommends to council adding a \$125 fee to all bars for rentals at the VEC.

The committee recommends to council to trade or return the current cook top, and purchase a new stove top

FOLLOW UP ACTIONS

- Lammers will look into pricing for advertising with various sports.
- Perry will write up a Facebook Post asking people why they would/wouldn't book their future event at the VEC, she will send out to the committee for review before its posted to the Billy's Facebook Page.
- Lammers and Burkett are going to put together a document for potential renters that discuss the various options that work with the VEC (Bar, Caters, Transportation, etc.)
- Find a new member for the board to take Stenger's seat
- Stenger will look at the current projector and see if the bulb can be replaced to enhance its brightness
- Jake Jacoby will look into different options for the serving window coverings
- Lammers will explore party planners for birthday parties at the VEC