Event Center Advisory Board
2022 July Event Center Meeting
Vergas Event Center and Zoom Id number 267-094-2170 (password 56587)
6:30 PM on Wednesday, July 6, 2022

1. **Approval of the Agenda**

2. **Minutes**
   June 1, 2022

3. **Status of Recommendations to City Council**
   A. Event Center Policy
   B. Lease agreement with Lion's
   C. Frazee-Vergas Schools Reduced Rent Request
   D. Diagonal Parking on 2nd Ave

4. **2022 Income and Expense**

5. **Lion's Lease Agreement**

6. **Electronic Sign**

7. **Building Update**
   A. Floors
   B. Doors between Main Area and Kitchen
   C. Coffee Maker

8. **Parking**

9. **2023 Budget**

10. **Free or Reduced Rent Policy**

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2. Minutes

June 1, 2022

Files Attached

• 2022-06-01 Event Center Minutes.pdf

The City of Vergas Event Center Advisory Committee was called to order by Julie Lammers on Wednesday, June 1, 2022 at 6:38 pm with the following members present: Julie Lammers, Paul Haarstick, Paul Pinke, and Mary Ditterich. Absent: Logan Dahlgren, Lyle Krieg, and Vanessa Perry. Guests included: none.

Approval of the Agenda
Agenda was approved through consensus of members in attendance.

Approval of Minutes
Motion by Pinke, seconded by Ditterich to approve the meeting minutes. Motion carried unanimously.

Council Recommendations
Lammers updated the committee on the following City Council recommendations.
   A) Event Center Policy: sent to Personnel Committee for review. Previously approved policy is still in effect.
   B) Electronic Sign Policy: approved by City Council.
   C) Lion's Bill of Sale for bar equipment: fully executed between Lion's and City.
   D) Lease Agreement with Lion's: City is waiting on Lion's to discuss internally and respond.

2022 Income and Expense
Lammers presented to the committee the income and expense report. The City has not received the payment from Arvig for their sign spot. There continues to be one slot available on the sign, Lammers will continue to reach out area businesses. Rental revenue is exceeding budget.

Lion's Lease Agreement
The City is waiting on a response from the Lion's Club.

Electronic Sign
Still looking for advertisers for the remaining spot on the sign.

Building Update
   A) Floors: The City has hired a new engineering firm, which has a structural engineering team, and Lammers will be meeting with the engineers and will ask them to assess the condition of the floor.
   B) Doors between Main Area and Kitchen: Lammers received a quote for the doors that will be approximately $10,662 for both. Lammers noted that there may be potential grant opportunities to help pay for the new doors. Due to the drastic reduction in revenue because of the COVID-19 pandemic, the use of ARPA funds to meet the shortfall of any grant funds was discussed.
   C) Coffee Maker: The previous Bunn representative is no longer serving the area so the city is without a service contact. There is a leak in the coffee maker. Committee members discussed the missing inner basket for the brew basket and Lammers will order a replacement part.

Parking
The need for parking was discussed. Motion by Pinke, seconded by Ditterich to recommend to the City Council to move forward with diagonal parking on 2nd Avenue from Linden to Main. [A response from the engineering firm was received after the meeting, it will be included as Appendix A]

Frazee-Vergas School District Building Rental
Lammers presented a request from the Frazee-Vergas School District to use the Event Center for nineteen dates in the next few months. They School District has requested a reduced rental fee. Motion by Haarstick, seconded by Pinke to recommend to City Council to approve a rental fee of $30 per day, standard damage deposit, and require the School District to provide any necessary additional cleaning during the dates they use the facility. Motion carried unanimously.

Council Recommendations
- Move ahead with diagonal parking on Second Avenue between Linden St and Main St
- Approve reduced rental fees for Frazee-Vergas School District

Follow up Actions
- None

The business for which the meeting was called having been completed, the meeting was adjourned at 7:50 p.m.

Respectfully submitted,

Paul Haarstick, Secretary

Appendix A
The response from Jeff Kuhn, City Engineer regarding diagonal parking:

"Yes, you can change the parking to diagonal parking, but in order to do so, you would most likely need to move the curb, unless you change the street to a one-way (Not sure that I would recommend that) or don't allow parking on the west side of 2nd. The parking that you are looking for takes approx. 20-22', plus you should have two through lanes (20-24').

"If you want parallel on the west side and two through lanes with angled on the east, you would need a total of 51'-54'. You currently appear to have around 44-45'."

3. Status of Recommendations to City Council

A. Event Center Policy
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7. Building Update

A. Floors
B. Doors between Main Area and Kitchen
C. Coffee Maker

10. Free or Reduced Rent Policy

Files Attached

• VEC Free Use Policy.pdf

• VEC Fee Event Matrix.pdf

City of Vergas
Vergas Event Center
Free Use or Reduced Rent Policy

Introduction: To create a decision framework for the City to handle requests for free use or reduced rent of the Vergas Event Center.

Policy:

1. All requests will be evaluated on a case-by-case basis.

2. Requests must be made in writing using the approved form.

3. Requests must be made before the date of the event(s).

4. Requests will be scored by City Staff, reviewed by the Vergas Event Center Advisory Board, and if recommended, sent to the City Council for approval.

5. Advisory Board decisions may be appealed to the City Council.

6. Requests are scored along two criteria: value to the community and cost to the City.

   a. Value to the Community: recognizes events that do not duplicate an existing service, are free or low-cost to the community, are targeted to an underserved population, and have an established expectation in the community.

   b. Cost to the City: recognizes that there are both opportunity costs and marginal costs to the City for allowing free or reduced rent for an event. Events that minimize both of those costs are in the best financial interest of the City.

7. Fundraising events will not be recommended to the City Council.

8. Free use of the Event Center will require a damage deposit consistent with existing Event Center Policy.

9. City boards, committees, and departments will not need to request free use of the Event Center.

10. Approved requests will still require a completed rental agreement to be submitted to the City Office.

11. Approved requests must complete a post-event evaluation form.

12. Requestor must ensure that any additional cleaning or setup labor is provided by the organization.

Vergas Event Center

Free Use or Reduced Rent Request

Event Name: _____

Requested Event Date(s): _____   Event Time(s): _____

Sponsoring Organization: _____

Requestor's Contact Information: _____

Requesting: [_____] Free Use of Event Center [_____] Reduced Rent [_____] Other: _____

Please Describe the Event:

Does something like this event already occur or exist in Vergas? Explain.

Is there a cost to attendees?   [_____] Yes   [_____] No

If there is a cost, is there a process for a reduced admission? Explain.

Does your event target an underserved population? Explain.

Has this event already happened at the Event Center? Explain.

During this calendar year, is this a single event, multiple events, or will it have an indefinite end date?

Will this event be serving food?   [_____] Yes   [_____] No   Explain.

Will this event be serving alcohol?   [_____] Yes   [_____] No   Explain.

Will the purpose of this event be raising money?

Does this event happen from Sunday through Thursday or Friday through Saturday?

Will your organization provide any additional cleaning or setup work?

Will your event need any of these facilities:

[____] Smart Room   [____] Kitchen   [____] Main Room

[____] Sound System   [____] Projector   [____] Bar

[____] Oven   [____] Stage   [____] Electronic Sign

Does your organization have insurance for this event? Can you provide proof to the City Office?

Would you be able to attend the VEC Advisory Board Meeting to present your request?

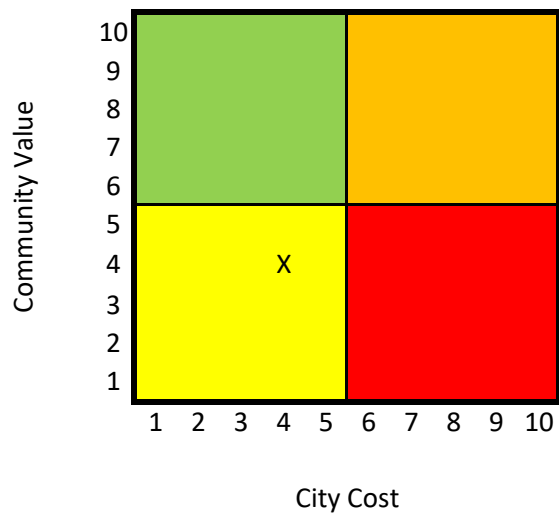Please write any additional comments below:

City Office Use Only

Scores   Community Value: _____   City Cost: _____

Date Received: _____   VEC Agenda Date: _____

Recommend to Council? [____] Yes [____] No   Council Approved? [____] Yes [____] No

Check List:

[____] Notify Requestor

[____] Attach to Rental Agreement

[____] Damage Deposit

[____] Evaluation/Comment Form

[____] File

Community Value: 10, 9, 8, 7, 6, 5, 4 (X), 3, 2, 1

City Cost: 1 2 3 4 5 6 7 8 9 10

Community Value — 4

1	1) Service is not already provided in town (Yes=1,No=3)
1	2) Cost to attendees (Free: 3, Low: 2, Market Price: 1)
1	3) Serves an underserved population (Yes=3, No=1)
1	4) Community Expectation (4= multiple years, 3= once before, 1= never)

City Cost — 4

3	1) One time event, multiple events, ongoing (Scores: 1,2,3)
0	2) Serves food (Yes = 2)
0	3) Serves alcohol (Yes = 7)
1	4) Weekday vs Weekend (Non-Peak: 1, Peak: 3)