

Abilene-Taylor County Events Venue District Minutes

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6. The Board discussed the capping of the percent that an allocation can be adjusted. Norm Archibald commented that he is recommending a cap of around 2% so there cannot be a drastic change in the allocation, and it will ensure stability to the organizations. Mayor Archibald stated that he would recommend that after the AISD-Shotwell debt was paid, the excess funds would go the Expo Center. The bond debt must be paid first. Dan Santee commented that adding a cap will need to be addressed in the Bylaws. He presented new wording for the Bylaws for review. Mr. Santee noted that it takes 30 days notice to change the Bylaws. Following discussion, the board agreed to continue this discussion following item 8.
7. Presentations regarding programs and venue tax use were made by 1) *Frontier Texas!* and 2) Taylor County Expo Center, as follows:

Frontier Texas! – Jeff Salmon thanked the Board members for their service to the board. Mr. Salmon commented that *Frontier Texas!* relies on the venue funds. Their Board of Directors has a 5-year revised strategic plan. Their plan is to continue marketing the region with the Forts Trail and with the Abilene Convention and Visitors Bureau (ACVB) and maintain serving their visitors.

He remarked that staff works to promote *Frontier Texas!*. He commented that *Frontier Texas!* works with 53 school districts in this area. There has been a small decline from the local audience, and they plan on adding new content to draw in the local audience. Mr. Salmon reported an attendance of 43,279 for a 5 year average. Glenn Dromgoole asked what the percent of budget comes from venue. Mr. Salmon reported that over 60% of their budget comes from the venue tax.

Downing Bolls asked what their long range plans are. Mr. Salmon reported they plan on expanding the local base, enhance education, add new exhibits, and attract more college students.

Jeff Salmon thanked the board for their support.

Taylor County Expo Center – Rochelle Johnson thanked the board. She reported that in FY 2010, there were 492 event days (multiple events on same days), and they hosted 286 events. The Expo Center has 18 full-time employees along with part-time employees with a total payroll of \$753,000. The utilities for last year were approximately \$280,000.

Ms. Johnson commented that the West Texas Fair and Rodeo was successful in 2010. The sale of alcohol brought in approximately \$26,000. The note at the bank was reduced by \$230,000. The Expo Center has increased their rates. Ms. Johnson commented they have a new website, have hosted 2 road shows using internet ticketing, are hosting new events, and are having fund raisers.

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The Expo Center's annual operating budget is \$3 million. The budget is supplemented by about \$2 million including in-kind services from Taylor County, and 5% from the venue tax.

Downing Bolls asked what their long range plans are. Ms. Johnson commented they would like to host more events, such as concerts, and would like to add more stalls. They are hampered by the age of the facility. They are also looking at grants and fundraising. Ms. Johnson reported the Expo Center's economic impact is approximately \$30 million to this area.

Ms. Johnson thanked the board for their consideration.

The Mayor thanked Jeff Salmon and Rochelle Johnson for their presentations. No action was taken.

8. The Board discussed the allocation of the 2% venue tax. Mayor Archibald commented that the allocation is currently 53% for Frontier *Texas!*, 30% for Expo Center, and 17% for AISD-Shotwell Stadium. He recommended giving the AISD-Shotwell reserve to the Expo Center. The Board discussed the best way to change the allocation. Stan Egger asked if the economy changed how it would affect the allocation. Mindy Patterson reported that the debt would be paid first. Following discussion, a motion was made by Norm Archibald to take the debt out first, then the remaining fund balance would be allocated as follows: Frontier *Texas!*, 62.5%; Expo Center, 37.5%, and AISD-Shotwell Stadium, 0%. The motion was seconded by Glenn Dromgoole. The motion carried.

6. Discussion resumed on this item. Norm Archibald commented that capping the percent that an allocation can change gives stability to the entities, and a cap of about 2% could be used. Over time the percent can change or be kept the same. Stan Egger commented that he would like the cap to be around 3% or more. Robert Briley recommended a split to make the cap 2.5%. Following discussion, a motion was made by Mr. Briley to place a cap on the maximum percentage change to allocations at 2.5% for any fiscal year for the entities receiving operational funds and to start the approval of the new language in the Bylaws. Glenn Dromgoole seconded the motion. The motion carried. The following addition to the Bylaws will be under Article IV, Section 1., following (b):

(c) The plan shall include fiscal policies that will guide the repayment of debt as well as the allocation of proceeds following debt payment. The plan may include minimum or maximum percentage allocations and/or maximum changes to allocations from year to year. However, except for the fluctuating percentage allocated due to the payment of debt service requirements of the District, the percentage change to allocations of any entity receiving operational funds from the District shall not exceed 2.5% in any fiscal year.

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Dan Santee reported that the Bylaws can only be amended by a 4/5ths majority of the Board after 30 days written notice to the Board. Mayor Archibald asked the Board to meet again in September to approve the change. No other action was taken.

9. The next meeting date to adopt the FY 2012 Budget is July 27, 2011 at 8:00 a.m.
10. There being no further business, the meeting adjourned at 5:28 p.m.

Linda Smith, Recording Secretary for
Robert Briley, Secretary

Norm Archibald, President