

Merritt Island Redevelopment Agency Amphitheatre Task Force Draft Minutes

Date: Thursday, December 7, 2023, 11:00 A.M.

Task Force Members Present: Kara Boyd, Mary Ellen Donner, Marcus Herman, Larry Lallo, Corey Mecagni, Dean Schaaf, Jack Smink, Donn Weaver

Staff Members Present: Steven Kimball, Stefani Maduskuie, Diana Marquardt

Location: 2575 N. Courtenay Pkwy, Suite 205, MIRA Conference Room

Approval of November 16, 2023 Minutes

Jack Smink motioned to approve the minutes as presented. Second by Donn Weaver. Motion passed unanimously.

MIRA Amphitheatre Update

Marcus Herman shared that the MIRA Board has financial concerns about the Amphitheatre construction cost. Parking has to be addressed and MIRA has asked the County to do a parking study. After the last MIRA meeting, MIRA appropriated an additional \$1M towards the Amphitheatre. After the MIRA meeting, the Board realized that there was an additional \$500,000 in expenses. The MIRA Board will potentially look at going out to rebid. A parking study must be completed before the project goes forward. MIRA plans to move forward and continues to work with the County as the Amphitheatre will be an asset to the County.

Dean Schaaf feels that there are 2,000 parking spots right now and he felt that it was agreed to proceed with that number.

Larry Lallo told the Committee that there is 2,350 tiered seating in the Amphitheatre and the large grassy area west toward the lakes could take the seating capacity to 5,000. The County has accounted for 248 on-site parking spaces. This number includes 48 parking spaces at the Veterans Center.

Donn Weaver expressed concern about the potential of losing the Tourist Development funds if things get delayed. Stephanie Maduskuie advised that the submitted TDC grant paperwork stated the Amphitheatre has a seating capacity for 5,000 people.

Mary Ellen informed the Amphitheatre Task Force that the parking study is crucial in moving forward. The County, Facilities Management, will be doing a parking study and it is anticipated to take approximately 1 to 2 months to complete.

The Veteran's expressed concern about a potential competing Amphitheatre being built in Viera. They questioned whether or not the County is concerned with this rumored new venue. County staff noted that this was an unconfirmed rumor.

Scope Discussion and Refinement

Mary Ellen informed the Amphitheater Task Force that the Draft Scope was developed based on the discussions that were held at the previous four Task Force meetings and some of the

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preliminary discussions staff had with the Veterans. Below are the Committee's recommendations:

- i. Administrative and Financial (#2)
 - a. Venue Schedule and Booking Priority:
 - i. Believe there is a need to be flexible with attracting other organizations outside of Veteran's and Parks and Recreation for revenue purposes.
 - b. Successful working location for the recommended full-time position defined in the Scope.
- ii. Marketing and Sponsorship (#3)
 - a. Add Active-Duty Military/Military to line-item e.
 - b. Add a Dedicated Website/Landing Page to the Scope. Tab on the County website that feeds to the landing page and calendar of events for the Amphitheatre.
 - c. The Amphitheatre needs a Marketing Plan.
- iii. Operations (#4)
 - a. Add Youth and ROTC events to line-item b.
 - b. Add Military Programs to line-item b.
 - c. Add Box Office to the Scope.
- iv. Safety & Security (#5)
 - a. Add Lightning Detection Equipment to the Scope.
 - b. Add an Alarm/Security System on the Amphitheatre building.

Additional

Kara Boyd recommends that naming rights, branding, team for fundraising, and grant writing remain important pieces to the success of the Amphitheatre.

Marcus Herman communicated that MIRA would appreciate a review of all documents before the final is submitted to the County Manager. Additionally, Marcus wondered if the Amphitheatre Task Force Committee would remain intact.

Mary Ellen Donner reiterated that the County Manager will need to agree to the final Scope. She will try to work on the "white paper" prior to the next Amphitheater Task Force meeting.

Next Meeting Date

Date: Wednesday, December 20, 2023

Time: 1:00 PM

Location: Merritt Island Redevelopment Agency Conference Room