

MINUTES OF A
REGULAR MEETING
OF
DIRECTORS OF GREATER BOISE AUDITORIUM DISTRICT
HELD IN ADA COUNTY

April 20, 2020

Pursuant to a call by the Board Chair and notice of the meetings having been duly posted at 850 W. Front St., Boise ID 83702, the Board of Directors of the Greater Boise Auditorium District met in regular session via teleconference (as per the Governor's Proclamation dated March 13, 2020), at 2:00 p.m. MDT on April 20, 2020.

Board Present

Kristin Muchow, Chair
Jim Walker, Vice Chair
Peter Oliver, Director
Hy Kloc, Director
Jody Olson, Secretary

Board Absent

None

Others Present

Pat Rice, Boise Centre
Anne Marie Downen, Boise Centre
Mike Stoddard, Hawley Troxell
Pam Carpenter, Boise Centre

Others Present

Ali Ribordy, Boise Centre
Carrie Westergard, Boise CVB via phone
Cliff Clinger, Boise Centre
Pat Sullivan, Sullivan & Reberger
Phil Reberger, Sullivan & Reberger
John Sheldon, Sullivan & Reberger
Rachel Pulliam, Pulliam & Associates
Kristi Thiel, Pulliam & Associates

I. Call to Order

Ms. Muchow called the meeting to order at 2:00 p.m.

II. Roll Call

Ms. Carpenter took attendance by voice roll call:

Ms. Muchow – Present
Mr. Walker – Present
Mr. Kloc – Present
Mr. Oliver – Present
Mr. Olson – Present

III. **Changes or Additions to the Agenda**

No changes or additions

IV. **Agenda**

A. **Chairman's Remarks – Kristin Muchow**

Ms. Muchow thanked everybody for joining via teleconference and in accordance with Governor Little's Proclamation dated March 13, 2020.

B. **Approval of Regular Board Minutes for March 18, 2020**

A motion was made by Mr. Olson to approve the Regular Board Meeting Minutes of March 18, 2020. Mr. Oliver seconded the motion. The motion was approved unanimously. **Timestamped 2:03 p.m.**

C. **Executive Director's Report – Pat Rice, Executive Director**

Mr. Rice provided a summary of current events and Boise Centre updates.

Mr. Rice presented the Executive Director's Report by PowerPoint presentation (hard copies provided by mail to Board Directors).

Ms. Downen reported on finances.

A motion was made by Mr. Kloc to accept the April 2020 Executive Director's Report as presented. Mr. Oliver seconded the motion. The motion was approved unanimously. **Timestamped 2:37p.m.**

V. **Other Business:**

A. **Audit Presentation**

Rachel Pulliam and Kristi Thiel, of Pulliam & Associates, presented the Financial Statements (Audit) for Fiscal Year ending November 30, 2019. Ms. Thiel issued an unqualified opinion and stated there were no weaknesses or deficiencies noted.

A motion was made by Mr. Olson to approve the Fiscal year 2019 audit as presented by Pulliam & Associates. Mr. Kloc seconded the motion. The motion was approved unanimously. **Timestamped 2:40 p.m.**

B. **Legislative Update**

Pat Sullivan of Sullivan & Reberger reported the 2020 legislative information. **Timestamped 2:48 p.m.**

C. **Community Sales and Marketing Plan**

Ali Ribordy of Boise Centre and Carrie Westergard of the Convention and Visitor's Bureau presented a marketing/sales recovery plan, post COVID-19.

Mr. Rice requested consideration to approve a total of \$300,000 in additional marketing dollars for services focused primarily on the meetings market as outlined in the proposal presented by Carrie Westergard, at a cost of \$175,000. This would include \$200,000 in unbudgeted but approved expenses in addition to the \$102,000 currently in the District budget. The Board would be made aware of where the expenses have been made and expected ROI if it can be estimated.

A motion was made by Mr. Walker to approve a total of \$300,000 for the proposed Meetings and Marketing Campaign presented by Ms. Westergard. An amount of \$200,000 unbudgeted in addition to the \$102,000 in miscellaneous. Mr. Oliver seconded the motion. The motion was approved unanimously. **Timestamped 3:07 p.m.**

VI. Adjournment

There being no further business to come before the Board, Mr. Oliver made a motion to adjourn. Mr. Walker seconded the motion. The motion to adjourn was unanimously approved.

Meeting was adjourned at 3:08 p.m.

Kristin Muchow, Chairman

Jim Walker, Vice Chairman

Hy Kloc, Director

Peter Oliver, Director

Jody B. Olson, Secretary

Note: the following materials will be attached to and provided with these minutes:
Meeting material for May 19, 2020:

- Regular Board Meeting Minutes April 20, 2020
- Special Board Meeting Minutes May 8, 2020
- Executive Director’s Report April 2020

Regular Board Minutes for April 20, 2020

5/19/2020: A motion was made by Mr. Olson to approve the Regular Board Meeting Minutes of April 20, 2020. Mr. Oliver seconded the motion. The motion was approved unanimously. Timestamped 2:02 p.m.