



CONVENTION AND VISITORS BUREAU BOARD REGULAR AGENDA

Wednesday, April 17, 2024

Notice is hereby given that the CVB of the City of Big Spring, Texas will meet in Regular Session on Wednesday, April 17, 2024, at 5:15 PM at the City Council Chambers Located at 307 East 4th Street, Big Spring, Texas.

CONVENTION AND VISITORS BUREAU BOARD MEETING ETIQUETTE

As a courtesy to those in attendance, please place your cell phone on "Silent" or "Vibrate." Please, no talking during the meetings. Take all conversations outside so that others can hear.

Thank you!

Open Session

1. Call to Order

Public Comment

Public Comment – Members of the public are entitled to speak on any topic. Additionally, members of the public may comment on any action item before or during its consideration. Speakers are Requested to Stand at the Podium and State Their Name and Address. Speakers Should Fill out the Form at the Podium and Turn it into the City Secretary. Please Do Not Exceed Five (5) Minutes.

2. **Public Comment**

Consent Items

3. Acceptance of Minutes from March 20, 2024 Mouton

New Business

4. Review, Revise as Necessary, and Approve Final Committee Report Mouton

Council Input

The Convention and Visitor Bureau Board reserves the right to meet in executive session on any agenda item should the need arise pursuant to Chapter 551, Subchapter D of the Texas Government Code, or the Texas Disciplinary Rules of Professional Conduct.

I hereby certify that this agenda was posted on the official bulletin board at the City of Big Spring, City Hall Building, located outside 310 Nolan Street. Given by order of the City Council and Posted on Friday, April 12, 2024 at 9 a.m. in accordance with Title 5, Texas Government Code and Chapter 551.

In addition, this agenda and supporting documents are posted on the City of Big Spring's Website, www.mybigspring.com, in accordance with legal requirements.

Hayley Lewis, Community Service Director

PERSONS WISHING TO HAVE AN INTERPRETER SHOULD CONTACT HAYLEY LEWIS AT 264-2516 or hlewis@mybigspring.com. REQUESTS FOR AN INTERPRETER SHOULD BE MADE AT LEAST 72 HOURS IN ADVANCE OF THE MEETING TIME.

CITY OF BIG SPRING
Convention and Visitors Bureau Board Meeting
March 20, 2024

The CVB Board for the City of Big Spring held its second meeting on Wednesday, March 20, 2024, at 5:15 p.m. in the City Council Chambers, located at 307 East 4th Street.

The following members were present:

Drew Mouton	Chavonna Parker	Jay Patel
Zac Phinney	Jeanie Knocke	Lee Harris

The following members were absent:

Inez (Denise) Morgan

City Employees in attendance:

Terri Telchik	Robyn Evans
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CALL TO ORDER

The meeting was called to order at 5:15 p.m.

PUBLIC COMMENT

There were no members of the public present at the meeting. No public comments made.

DISCUSSION OF FUTURE PLANS FOR THE DORA ROBERTS COMMUNITY CENTER

During the meeting, Board Chairman Drew Mouton presented a draft report outlining his vision for the future of DRCC. The report focused on further plans for the new community center, including sizing, number of rooms, room types, and architecture. Factors such as expected number of visitors, available space, and activities were considered. The board discussed the types of rooms needed for large events, education, and meetings to create a versatile space. They also deliberated on architectural design elements like accessibility, sustainability, and aesthetics. The next meeting is scheduled for April 17th to continue discussions and make decisions regarding the new community center.

BOARD MEMBER INPUT

Following the open discussion, no further board input was given.

ADJOURNMENT

The meeting was adjourned at 6:41 p.m.

BIG SPRING CONVENTION AND VISITORS' BUREAU BOARD
RECOMMENDATIONS
FOR THE LOCATION PREVIOUSLY OCCUPIED BY
DORA ROBERTS COMMUNITY CENTER

This report is meant to be used as a guide to be provided to the architect/engineers selected by the City, to provide an idea of what we hope to incorporate in their design.

Our opinions are based on a thorough review of data and statistics of prior uses of the facility provided by city staff, visits to several regional facilities and many discussions with private citizens.

The overwhelming attraction of the old DRCC was the lake view. Not a single venue we visited or researched could compete with the view our new facility will have of the lake. The final design must incorporate lake front views into as much of the facility as possible as well as showing off the building to those driving by on S 87.

We did not consider the cost of rebuilding in our analysis. There are too many variables involved. That decision will ultimately need to be made by the City Council based on funding sources available.

Events held at the Center- Past and Future

The use of the DRCC was primarily local individuals and businesses. Quinceaneras, weddings and wedding receptions, training classes, showers, and similar events. The vast majority of events were hosted by local people and businesses. This was true of every location we visited- Midland, San Angelo, Monahans and Snyder. We have no reason to believe that focus will change.

Going forward, we anticipate the primary purpose of the new center should be to service local events with the ability to serve larger, out of town events/conferences whenever possible.

Size

DRCC was 13,300 sq. Ft. Originally designed as a country club, DRCC was not designed to be a community center. This Committee recommends the size be larger, to accommodate larger groups, both local and regional.

DRCC headcount was:

- ballroom- 325 standing, seated capacity depending on table requirements
- lake room- 60 seated 90 standing
- classroom- 45 seated or standing
- fireplace room- 25 (the fireplace room was too small for most events, and therefore underutilized)

Room capacity varies with the layout. Most new designs provide capacity for standing, round tables and rectangular tables. The architect will provide final figures based on their knowledge and experience, with confirmation from the local fire marshal.

The Committee recommends:

Ballroom- capacities as follows:

Round tables- 650

Rectangular tables- 780

Standing- 1300

This should require approx. 7,800 sq.ft.

Meeting Rooms:

2-3 Meeting rooms, capacities as follows:

Round tables- 150 people

Rectangular tables- 180

Standing-

300

This should require approx. 1,800 sq.ft. Each

Lecture Hall:

The Committee was very impressed with a lecture hall built into the Monahans facility. It was designed with theater seating and was very popular with tenants making presentations or educational seminars.

Since the DRCC was utilized by many local and area businesses for this type of event, we believe such a facility would be well utilized. Capacity should be approximately 140. This should require approx. 1,000 sq.ft.

Assuming our square footage requirements are correct, the total leasable space would be 12,400-14,200, depending on 2 or 3 meeting rooms.

Location

The view of the lake was greatly appreciated by everyone we talked to and was the number one draw to hold or attend an event at DRCC. The Committee believes that is the most appealing location for any event, not only in the community, but anywhere in the region. We must take advantage of it. The new facility should be located at or very near its previous location, with every room having a view of the lake.

Parking

There is a desperate need for additional parking today. This will only get worse with a larger facility. The proximity of the tennis courts makes parking an even more serious problem during tennis events. It is our understanding that the BSISD bond proposal includes new tennis courts at the high school. If that is true, and if the bond passes, elimination of a number of the current tennis courts would provide additional parking. Also, additional parking could be gained to the west of the current facility, moving toward the SM Energy Pavilion. This would encroach on the area utilized each year by Trail of Lights and every effort should be made to accommodate that event. Council and the architect will need to make the final decision on how to provide adequate parking.

Layout

Certainly, this is the job of the architects/engineers that design the new facility. However, the Committee recommends the following considerations be included in the design:

- Enlarge the outdoor patio, extend it to the edge of the lake to provide a nice backdrop for all events, including those on the patio. The area between the facility and the lake should be finished with stone to get as close to the waterfront as possible. The design could incorporate the Rose Majors Walking Trail, which could be closed to traffic during outdoor events such as weddings.
- Include a full commercial Kitchen, as well as possibly smaller kitchens in meeting rooms to keep food cool and warm, not to cook. All the venues we visited said their full commercial kitchens were utilized often.
- Take full advantage of view of lake. As many rooms as possible (with the exception of the lecture hall) should have windows providing stunning views of the lake. Window coverings must be provided to darken the rooms when audio visual presentations would require such.
- Several venues we visited commented that events they were involved in really needed a larger stage in the ballroom.
- Consider adjustable walls to break up either the meeting rooms or the ballroom into smaller sections. 4 of the 5 venues we visited contained movable walls/partitions allowing them to breakup their ballroom and/or meeting rooms into smaller rooms. This option involves providing labor to move these walls, as well as maintenance issues. The committee was split on the advisability of such movable walls- ___ in favor, ___ against.

Naming of Facility/Rooms

There are two issues here- what do we call the entire facility, and what do we call the individual rooms. It is amazing how many different names are used for these facilities: community center, conference center, exhibit center, convention center, civic center. Some of these names imply personnel and services supplied by the owner, in our case the City. We want to avoid this inference. The committee recommends the new facility be called a "Community and Conference Center" or _____.

The naming rights to the individual rooms within the facility (as well as the name of the facility itself) should be offered as an incentive to prospective donors.

Miscellaneous

Audio/visual infrastructure should be state of the art.

Tall ceilings in the ballrooms and meeting rooms we visited were very impressive. Low ceilings should be avoided.

Make sure we have plenty of bathrooms.

Make the design impressive as locals and visitors pass by on Hwy 87. A tall profile could make this a stunning structure from Hwy 87.

Consider a bathroom that can be dedicated to the use of one of the meeting rooms. Midland's design included a "green/get ready room" that was utilized by performers and brides to be. With a well-designed outdoor area overlooking the lake, we believe it will become a very popular wedding venue.

The ballroom should have concrete or other hard surface flooring. This avoids the need for a movable dance floor and eases maintenance.

Carpeting should be used in the lecture hall. The Committee was split on the flooring in the meeting rooms, ___ supported carpeting, ___ supported concrete or another hard surface.

Noise attenuating features were used in all newer facilities we visited.

A loading dock or area dedicated to loading/unloading should be incorporated in the design.

Food trucks are becoming more popular. A portion of the parking area should be designed for parking multiple food trucks during events.

Consideration should be given to providing office space for part-time (or full-time) occupancy by CVB staff or some other City personnel.

Locate bathrooms and other plumbing near exterior wall for ease of repairs.

Storage should be included in the ballroom and each meeting room so patrons can access chairs and tables to set up their space as they wish.

Conclusion

These recommendations are based not just on the opinions of the committee members, but on significant investigation of representative facilities in Big Spring and area communities, statistics relating to prior uses, and numerous conversations with citizens by the committee members. The Committee's final recommendation is to hire an **experienced architect!** We don't need someone learning how to design a conference center for our project.

It is our belief that a first-class center will enhance the lives of our citizens and increase tourism with visitors from regional businesses. The Committee hopes these recommendations prove useful to the City Council.

Drew Mouton, CVB President

Agreed to by ___ for and ___ against Convention and Visitors Bureau, City of Big
Spring April ___, 2024