

ARTS AND OPERATIONS PLANNING AND RESEARCH MEETING AGENDA

VALDOSTA MUNICIPAL AUDITORIUM

Valdosta, Georgia

IPG Project No. 1160

March 29, 2012

Valdosta City Hall Annex – Multi-Purpose Room

- | | |
|----------------------------|---|
| 10:00 am - 10:30 am | Steering Committee Session 01
Attendees – AE Team, City Members, Steering Committee
<i>process</i>
<i>schedule</i>
<i>meeting minutes</i>
<i>Rob Evans, Matt Hart</i> |
| 10:30 am – 12:00 pm | Steering Committee Session 02
Attendees – AE Team, City Members, Steering Committee
<i>arts and operations planning and research scope of work</i>
<i>interview information</i>
<i>current activity profile</i>
<i>competition</i>
<i>Michele Walter</i> |
| 12:00 pm – 1:00 pm | Lunch Break |
| 1:00 pm – 2:30 pm | Steering Committee Session 03
Attendees – AE Team, City Members, Steering Committee
<i>presentation of comparables research and key findings</i>
<i>(one case study per 30 minutes)</i>
<i>Bartlesville Community Center – Bartlesville, OK</i>
<i>Hemmens Cultural Center – Elgin, IL</i>
<i>Charles W. Eisemann Center – Richardson, TX</i>
<i>Michele Walter</i> |
| 2:30 pm – 3:30 pm | Steering Committee Session 04
Attendees – AE Team, City Members, Steering Committee
<i>discussion of comparables research</i>
<i>Michele Walter</i> |
| 3:30 pm – 4:00 pm | Steering Committee Session 05
Attendees – AE Team, City Members, Steering Committee
<i>emerging operating recommendations</i>
<i>Michele Walter</i> |
| 4:00 pm – 4:30 pm | Steering Committee Session 06
Attendees – AE Team, City Members, Steering Committee
<i>summary, next steps, review action items</i>
<i>Rob Evans, Matt Hart, Frank Andre</i> |
| 4:30pm | Adjourn |
| 4:30 pm – 5:00 pm | Design Team Wrap-Up |

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ARCHITECTS & PLANNERS

807 Northwood Park Drive Valdosta, Georgia 31602 (229) 242-3557 Fax # (229) 242-4339

E-mail: mail@ipgarchitects.com <http://www.ipgarchitects.com>

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10:00 am – 4:30 pm

CONTACTS/ATTENDEES

City Representatives:

Mara Register | Pat Collins - City of Valdosta

Steering Committee Members:

Dr. John Gaston, VSU

Nancy Warren, LVAC

David Motley, Valdosta Lowndes Conference Center & Tourism Authority

Allen Lane, Lowndes County

Bob Goddard, III, LVAC

Ed Crane, South Georgia Pecan

Lou McClendon, Retired

Giovanni Panizzi, Team Temps

Kay Harris, South GA Regional Library

Kelly Lentz, South Georgia Regional Library

Louis Levy, VSU

Design Team:

Rob Evans | Matt Hart - IPG

Frank Andre - Lord Aeck Sargent (LAS)

Michelle Walter – AMS Planning and Research

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A R C H I T E C T S & P L A N N E R S

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DISCUSSION

Rob opened the meeting with an overview of the expectations for today. It plans to be a conversational presentation, led by AMS Planning and Research (Michele Walter). The next meeting was discussed and scheduled. Bob Goddard suggested the library board be invited to attend the Charrette. It was agreed by all to invite and provide enough time so everyone can attend.

The Conceptual Planning and Traffic | Transportation Charrette will be held on May 1-2, 2012.

The last two meetings were also scheduled:

The Schematic Design Selection Meeting will be held on June 20-21, 2012

The Final Schematic Design Presentation will be held on August 15-16, 2012

both meetings will be held at the City Hall Annex Multi-Purpose Room

Michele provided an overview of her scope of work to date and the Agenda for her presentation.

AMS conducted User Interviews and looked at the Current Activity Profile of Mathis Auditorium. In addition, local/area competition was also reviewed.

Michele indicated the facility will replace an existing facility and it is their recommendation the seat count should fall within the range of 1200-1500 seats. Note: This is not a latent increase in seat count. The seat count directly relates – exponentially - to cost of the project...not just Construction Budget but also Operating Plan. There doesn't appear to be a shift in population growth or propensity to the arts that warrant a 2,000 seat auditorium.

The difference between building a Municipal Auditorium for an Orchestra Performance and building a facility as an Orchestra's Home is based on many factors including, acoustics, program (practice rooms), etc. The current Valdosta Symphony Orchestra is part of the VSU Music Department. The new facility may accommodate the symphony, but it will not be this entity's permanent "home". VSU Representatives noted that anticipating the use of the facility, on occasion, by the Valdosta Symphony Orchestra is acceptable.

Michele noted there are lots of dance troupes and opportunities in the Community. Currently, we are in a season of culminating activities that requires many facilities including Mathis Auditorium and VHS Performing Arts Center. It is not anticipated that the new facility will be cheaper in cost to rent than the current arrangements at Mathis Auditorium.

The Design Team is not just looking to design a project for tomorrow, but looking at a projected look 50 years down the road. The team is addressing the issues and questioning each decision to be sure we do not grow out of what is built. The team, over the course of the design will be able to explain, "Why we did, What we did." We are using data compiled by the job team, using our professional experience, and looking at the data for Valdosta/Lowndes County in terms of population growth. Regardless of the size of the project, the citizens of Valdosta/Lowndes County (and the region) must go to the venue.

AMS does not believe in, "if you build it they will come." There is limited, additional national touring entertainment. The current model we have based on Valdosta/Lowndes County, is the model we will have. No "product" (or shows, events, etc.) is being added. Valdosta/Lowndes County is a good routing city/area, but the size of the community doesn't warrant adding new shows at this time – even with a new facility.

The Multipurpose Room does have a lot of demand and will be an integral part of the design conversations and considerations. It is used a significant amount of time. It should be separated, not necessarily stand alone, from

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the Auditorium – at minimum, isolated to allow for both areas to be used at the same time. These Multipurpose Room(s) could be downsized from larger room, or be converted to a small Black-Box Theater, say 150 seats.

AMS noted that there is nothing is particularly unusual about the use of Mathis. It IS consistent, where nationally there are events even through the week.

Michele reviewed the competition of surrounding facilities including venues in Thomasville, Georgia; Lakeland, Georgia; Monticello, Florida; and Madison, Florida.

The Lifestyle patterns are working against this project – even nationally. AMS noted that it is not getting easier to bring people to the Cultural Arts. Michele noted the venue must provide a social experience as well as cultural experience.

Building should be an object within a park, a gateway and gathering place.

Diversity of the uses will increase the quality of people. Kids are very important as they will be groomed to come when they are older.

Diversity of uses will make a huge impact on the community...the dance studios will get better artistically because of this facility.

AMS provided an overview of the Comparable Facilities Report (attached). This report will provide the Design Team relevant information as the process moves from planning to programming and design.

Points of discussion

Multipurpose Room - Multiple Spaces? Black-Box Theater?

Staffing

Financial Model (endowment, hotel/motel tax) - Diverse Funding Streams

Box Office

Resident Companies

Operations - food service, alcohol, catering

Community Engagement and Community Synergy among all applicable spaces

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Matthew S. Hart, Associate AIA
Project Manager

encl: Comparable Facilities Report

cc: Meeting Attendees (.pdf)
Job Team (.pdf)
IPG File: 1160/A1 and Project Notebook

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