

## FINAL PRESENTATION AGENDA

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### VALDOSTA MUNICIPAL AUDITORIUM

Valdosta, Georgia

IPG Project No. 1160

October 18, 2012

Valdosta City Hall Annex – Multipurpose Room

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**1:00 pm – 1:15 pm**

#### **General Comments and Welcome**

Attendees – AE Team, City Members, Steering Committee

*Opening Remarks*

*Rob Evans*

*“Where We Have Been and Where We Are Now”*

*Matt Hart*

**1:15 pm – 1:45 pm**

#### **Market and Operations Report**

Attendees – AE Team, City Members, Steering Committee

*Review of Executive Summary*

*Matt Hart, Frank Andre, John Starr*

**1:45 pm – 2:15 pm**

#### **Final Program Review**

Attendees – AE Team, City Members, Steering Committee

*Overview of Previous Program Models*

*Review of Final Program*

*Frank Andre, John Starr*

**2:15 pm – 4:30 pm**

#### **FINAL PRESENTATION**

Attendees – AE Team, City Members, Steering Committee

*Overview of Project – Executive Summary (:15)*

*Goals and Schedule*

*Background Information (:15)*

*Site Selection Process*

*Existing Facility Information*

*Narratives (:45)*

*Architectural*

*Theater and AV Systems*

*Acoustical Design*

*Engineering*

*Civil and Traffic/Transportation*

*Structural*

*MEP, FP*

*Landscaping*

*Schematic Design (1:00)*

*Site Plan*

*Building Plans*

*Massing*

*Elevations*

*Sections*

*Auditorium Diagrams*

*Acoustical Recommendations*

*Cost Model*

**4:30 pm – 5:00 pm**

**Wrap-Up**

**IPG, Incorporated**

ARCHITECTS & PLANNERS

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

E-mail: [mail@ipgarchitects.com](mailto:mail@ipgarchitects.com) <http://www.ipgarchitects.com>

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**Valdosta, Georgia**  
**IPG Project No. 1160**

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**CONTACTS/ATTENDEES**

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City Representatives:

Mara Register | Pat Collins | Matt Martin - City of Valdosta

Steering Committee Members:

Dr. John Gaston, VSU  
Nancy Warren, LVAC  
Ed Crane, South Georgia Pecan  
John Crawford, VSU  
Bob Goddard, III, LVAC  
Lou McClendon, Retired  
Giovanni Panizzi, Team Temps  
Kelly Lentz, South Georgia Regional Library (ex-officio)  
Tim Riddle, VLCCCTA (ex-officio)

Design Team:

Rob Evans | Matt Hart – IPG  
John Starr | Frank Andre – Lord Aeck Sargent

Additional Guests:

Chris Wood, Mathis Auditorium

**DISCUSSION**

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**OPENING REMARKS AND REVIEW**

Rob Evans provided opening remarks to the group.

Matt Hart indicated this meeting is the last in the series to deliver a Schematic Design for the Valdosta Municipal Auditorium.

Matt Hart provided a brief history of the project dating back to September 2011 when the Design Team interviewed for the project. An overview of the site visit trip and each of the six Steering Committee meetings was also provided.

The agenda for the day was reviewed in detail. The Design Team will spend the first hour reviewing the Market and Operations Report provided by AMS Planning and Research and the Final Program generated by the Design Team, specifically Auerbach Pollack Friedlander. The remaining time will be spent reviewing the final deliverable which includes all the information and design generated for the Schematic Design phase of this project.

**MARKET AND OPERATIONS REPORT**

The final Market and Operations Report was presented to the full committee. This report is provided in the final deliverable packet. This report was released to the job team in August and was reconciled with the programming information.

The report provides all the research compiled regarding the Market Characteristics for the City of Valdosta, Lowndes County, and surrounding metropolitan area. The lifestyle analysis prepared early in the project and the current activity profile of Mathis Auditorium is also included. In addition to this information, the report includes research on other venues in the area and evaluates the competition these other venues may have on the new facility. AMS Planning and Research also researched three other facilities comparable in size, market, funding, and operation to the new facility. These case study reports are summarized in the report and can be provided in their entirety upon request.

The report uses all the background information to establish baseline priorities, including capacity and technical considerations and events and activity profiles for the new facility. Educated projections and assumptions are made regarding how the new facility will be used that include frequency, attendance, and cost. The operating pro forma takes into consideration both independent and joint uses for the auditorium and multi-purpose room. Operating estimates for management and staffing and ticket sales and attendance are used to generate a revenue forecast for the facility. This forecast provides a breakdown of all operating expenses against all operating revenues that results in an annual operating shortfall. However, it is anticipated this shortfall will be reconciled with money generated through a proposed tax increase to the hotel/motel tax (as discussed in previous steering committee meetings).

**FINAL PROGRAM REVIEW**

Frank Andre provided an overview of all the program studies generated during the process. Following the original program generated, a total of five revisions were made before the final program was generated. Following the review of the Market and Operations Report provided in August, the Design Team then reconciled the final program to reflect the information contained in that report. This final program anticipates an 88,780 sq. ft. facility.

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Frank reviewed highlights of this final program against the previous revisions of the program, specifically indicating room deletions and drastic changes in the sizes of some rooms.

Frank also reviewed a second program developed that was estimated to be \$20mil. This was done by the Design Team at the request of the City Council and City Representatives. This program represents a facility that could be developed that would align the construction cost of the building with current City of Valdosta funding (through the dollars of the SPLOST VII Referendum at \$20mil.). The facility generated would total approximately 60,000 sq. ft. It was noted this exercise was developed with general assumptions, including \$350 per sq. ft. construction cost. Frank reviewed the program in detail, noting the drastic cuts of room sizes and elimination of rooms to accommodate the reduction in construction cost requested.

**BOOKLET REVIEW**

The Design Team passed out draft copies of the final booklet that includes all pertinent data in developing the Schematic Design of the City of Valdosta Municipal Auditorium project. The Design Team noted a final booklet will be made available in the coming weeks that will address any questions or issues that arise during the review of the document. The draft booklet was reviewed in complete detail, page by page with those present.

**The Final Schematic Design Booklet was completed on November 1, 2012 and was picked up by the City of Valdosta on November 7, 2012.**

**END OF MEETING MINUTES**

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Respectfully Submitted,

IPG, Incorporated



Matthew S. Hart, Associate AIA  
Project Manager

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