

**Coralville City Council
Work Session
November 12, 2019
City Hall**

Present: Mayor John Lundell; Council Members Laurie Goodrich, Meghann Foster, Jill Dodds, Tom Gill, Mitch Gross

Staff Present: City Administrator Kelly Hayworth, Assistant City Administrator Ellen Habel, City Attorney Kevin Olson, Director of Finance Tony Roetlin

Others Present: Tim Oswald of Piper Jaffray; Brian Hixenbaugh, Michael Rooney, Josh Kleinmeyer, and Jared Stacey, Spectra

Mayor Lundell opened the meeting at 7:35 pm.

1. Introduction of the Xstream Arena Management Team: Brian Hixenbaugh, General Manager of Xstream Arena, introduced Michael Rooney, Fieldhouse Director; Josh Kleinmeyer, Director of Partnerships; and Jared Stacey, Director of Operations. Rooney said his first priority is securing a club tenant team and that he is currently managing social media. Hixenbaugh distributed a marketing and public relations plan; shared potential events, including concerts, graduations, and entertainment opportunities; and said that a director of marketing, director of finance, event manager, and box office manager will be hired in early 2020. Hixenbaugh said the arena will ultimately employ 17 full-time employees and 100 to 150 part-time employees.

Hixenbaugh, Rooney, Kleinmeyer, and Stacey left the meeting.

2. Coralville Marriott Hotel and Conference Center Discussion: City Administrator Kelly Hayworth said that Director of Finance Tony Roetlin and Tim Oswald of Piper Jaffray would provide updates on the present status of the Marriott and the future outlook. Roetlin distributed a handout from the most recent Coralville Hospitality Corporation (CHC) meeting that included the operating reserve balance, FF&E fund, and debt service fund, with projections through June 30, 2020. Hayworth commented on the current market for hotels, specifically the 33% increase in room supply. Roetlin noted that the existing management agreement with Marriott expires in August 2021. Oswald said the process for a new management agreement should begin soon and added that managers will require renovations to the guest rooms. Oswald said that Piper Jaffray has a team that focuses on hospitality work.

Mayor Lundell provided a brief update on replacing the general manager for the hotel. He noted the first interim manager left about two weeks ago and another interim manager is due shortly. He said interviews for a new general manager will begin soon.

Tim Oswald left the meeting.

3. City Administrator's Time: City Administrator Kelly Hayworth reported on the following:

- The effort to hire a new Water Superintendent continues.
- The Building Official will also retire at the end of the year.
- Two developers are considering plans for the Southeast Commercial Area.
- A new developer is developing a plan for the Scanlon Farms area.
- The 28E agreement for the access center will be a single agreement among Coralville, Iowa City, North Liberty, and Johnson County.

Mayor Lundell noted it is past time for Hayworth's evaluation.

The council discussed alternate dates for the December 24 meeting.

Adjourned at 9:30 pm.

Notes taken by Ellen Habel, Assistant City Administrator