

CIVIC CENTER TASK FORCE ACTION PLAN

The Civic Center Task Force is a community initiative lead by the Asheville City Council and other regional partners working to develop a strategy for: (1) developing the Asheville Civic Center as a regional hub for events, entertainment and community gatherings and; (2) generating community support to advocate and fund-raise for Civic Center enhancements. The task force's final recommendation and report will be delivered by the end of February 2006.

I. MEETING AGENDAS AND SCHEDULE: The outline below provides a framework for managing the task force's meeting schedule and progress. All meetings will be open to the public and held in the Civic Center Banquet Hall.

A. Organizational Meeting - Week of October 24

1. Review Task Force Goals
2. Review and approve Meeting and Action plan
3. Set future meeting dates and times

B. Unique Asheville Considerations - Week of November 14

1. Staff presentation of historical information about program costs and benefits by event and venue.
2. Panel discussion of industry trends, competition and the Asheville market; discussion of the current venue, their forecast for the future Asheville market, and their optimum facility.
 - (a) Panelists may include Ashley Capps, AC Entertainment (Concerts); Steve Hagaman, Asheville Symphony; Jack Meyer, Nederlander (Broadway Productions); John Patterson, Western Carolina Productions (Trade shows)

C. Reviewing the Possibilities -Week of December 5

1. Present survey of comparable models for building configurations/venues, financing/partnerships, and community coalitions.
2. Presentation of the direct and indirect economic benefits of events occurring at the Civic Center

D. Consider Options - Week of January 2

1. Review of recent proposals
2. Evaluate option/ or options for programming, venues, location and financing
3. Seek additional information if needed

E. Further Discussion of Options - Week of January 16

1. Task Force discussion and decisions
2. Public Forum

F. Review Draft Report - Week of January 23

1. Review draft report
2. Evaluate and make changes to the report

G. Complete Document - Week of January 30

1. Agree on final draft document
2. Develop schedule for presenting report to key stakeholders

H. Stakeholder Presentation - Week of February 13

1. Present final report to key stakeholders
2. Document support and endorsements

I. Issue and present final report to City Council - Week of February 27

1. Present report to City Council at February 28 formal meeting

II. COMMUNICATIONS PLAN: The outline below identifies the critical communication links among people, ideas and information that are necessary to successfully achieve the task force's goals.

A. Stakeholder identification: The section below represents a partial listing of stakeholders that will be important throughout the process.

1. Task Force membership includes three members of Asheville City Council, one member of the Buncombe County Commission, the Civic Center Commission chair, a representative of the Asheville Center for the Performing Arts, a member of the Tourism Development Authority and other members or supporting human resources as determined.
2. Primary audiences include city of Asheville and Buncombe County citizens; local media; elected officials and community leaders; business owners and employees of the tourism industry; downtown businesses; local entertainment providers and promoters; performing arts groups; city and county schools; local architects, planners and developers; city and county staff; and financial advisors.
3. Secondary audiences include citizens of surrounding municipalities and counties; North Carolina State Representatives; regional and state media.

B. Information distribution

1. Public meetings: The public will be encouraged to attend task force meetings.
 - (a) The meeting schedule will be promoted to the media at large and advertised in local print media as well as via the city's web site, cable channel and eNews. Key stakeholders and community groups will be invited to attend these meetings.
 - (b) Meetings will be taped and televised on the Asheville Channel, Charter Cable channel 11.
2. Task Force Web Site: The city will maintain a task force web page within Asheville's web site that will display meeting agendas and supporting documents, meeting minutes, progress reports, Task Force recommendations and other necessary information. Buncombe County will be asked to display this information on its web site as well.
3. Civic Center e-News: The city will create and promote a subscriber-based, e-mail newsletter containing regular Task Force updates and links to supporting documents.
4. The Asheville Channel, Charter Cable channel 11: In addition to televising all Task Force meetings, the city will produce segments about the Civic Center and other background information as needed.
5. Community forum: The Task Force will hold a community forum to hear public comment and feedback. The forum will be widely advertised for diverse participation.
6. One-on-one meetings: The Task Force will meet in person with key stakeholders and groups for targeted input and support.
7. Monthly progress and status reports: A Task Force representative will provide monthly progress/status reports that will be available via the above channels as well as submitted to the Asheville Citizen-Times as regular op/ed pieces.