

## **MINUTES OF THE MEETING**

### **OF THE**

### **SUBCOMMITTEE ON YOUTH PROGRAM OF THE LEGISLATIVE COMMISSION'S**

### **HOST COMMITTEE FOR THE 1998 ANNUAL MEETING OF THE**

### **NATIONAL CONFERENCE OF STATE LEGISLATURES**

**February 17, 1998**

**Las Vegas, Nevada**

The first meeting of the Subcommittee on Youth Program of the Legislative Commission's Host Committee for the 1998 Annual Meeting of the National Conference of State Legislatures (NCSL) was held on Tuesday, February 17, 1998, at 10:15 a.m., in Room 4412 A, B, C of the Grant Sawyer State Office Building, 555 East Washington Avenue, Las Vegas, Nevada. This meeting was video conferenced to Room 4100 of the Legislative Building, 401 South Carson Street, Carson City, Nevada. Pages 2 and 3 contain the "Meeting Notice and Agenda."

#### **SUBCOMMITTEE MEMBERS PRESENT:**

Senator Bob Coffin, Chairman

Senator Kathy Augustine

#### **SUBCOMMITTEE MEMBER ABSENT:**

Assemblyman Dario Herrera

#### **LEGISLATIVE COUNSEL BUREAU STAFF PRESENT:**

Robert E. Erickson, Research Director

Susan E. Gardner, Senior Deputy Legislative Counsel

Debby Richards, Principal Research Secretary

## **MEETING NOTICE AND AGENDA**

Name of Organization: Subcommittee on Youth Program of the Legislative Commission's Host Committee for the 1998 Annual Meeting of the National Conference of State Legislatures (NCSL)

Date and Time of Meeting: Tuesday, February 17, 1998

10 a.m.

Place of Meeting: Grant Sawyer State Office Building

Room 4412 A, B, C

555 East Washington Avenue

Las Vegas, Nevada

Note: Some members of the subcommittee may be attending the meeting, and other persons may observe the meeting and provide testimony, through a simultaneous video conference conducted at the following location:

Legislative Building

Room 4100

401 South Carson Street

Carson City, Nevada

## **AGENDA**

### **I. Opening Remarks and Introductions by the Chairman**

Senator Bob Coffin

### **II. Presentations by Representatives of KiddieCorp, Inc., and PGI Events and Communications Regarding Proposals for a Youth Program Services Coordinator for the NCSL Annual Meeting to be Held in Las Vegas, Nevada, from July 20 through 23, 1998**

### **III. Public Comment**

### **\*IV. Subcommittee Discussion and Selection of a Youth Program Services Coordinator**

\*Denotes item on which the subcommittee may take action.

Note: We are pleased to make reasonable accommodations for members of the public who are disabled and wish to attend the meeting. If special arrangements for the meeting are necessary, please notify the Research Division, Legislative Counsel Bureau, in writing, at the Legislative Building, 401 South Carson Street, Carson City, Nevada 89701-4747, or call Debby Richards, at (702) 684-6825, as soon as possible.

Notice of this meeting was posted in the following Carson City, Nevada, locations: Blasdel Building, 209 East Musser Street; Capitol Press Corps, Basement, Capitol Building; Carson City Courthouse, 198 North Carson Street; Legislative Building, Room 1214, 401 South Carson Street; and Nevada State Library, 100 Stewart Street. Notice of this meeting was faxed for posting to the following Las Vegas, Nevada, locations: Clark County Office, 500 South Grand Central Parkway, and Grant Sawyer State Office Building, 555 East Washington Avenue.

## **OPENING REMARKS AND INTRODUCTIONS BY THE CHAIRMAN**

Senator Bob Coffin opened the meeting and noted that a quorum was present. He explained that only two firms had

submitted bids in response to the Legislature's Request for Proposal seeking a Youth Program Services Coordinator for "NCSL 1998." Further, he advised that KiddieCorp, Inc., and PGI [Production Group International, Inc.] Events and Communications would be provided approximately 20 minutes each to present their proposals for a Youth Program Services Coordinator for the NCSL Annual Meeting to be held in Las Vegas from July 20 through 23, 1998.

**PRESENTATIONS BY REPRESENTATIVES OF KIDDIECORP, INC., AND**

**PGI EVENTS AND COMMUNICATIONS REGARDING PROPOSALS**

**FOR A YOUTH PROGRAM SERVICES COORDINATOR FOR THE**

**NCSL ANNUAL MEETING TO BE HELD IN LAS VEGAS, NEVADA,**

**FROM JULY 20 THROUGH 23, 1998**

**PGI EVENTS AND COMMUNICATIONS**

***Michael A. Catalano***

Michael A. Catalano, Director of Sales, PGI Events and Communications (hereinafter referred to as PGI in these minutes), Las Vegas, introduced the following individuals:

- Deanna Dereszynski, Sales Manager, PGI;
- Diane Dukes, Director of Operations, PGI;
- Nita Ekwurzel, President and Chief Executive Officer, Kids Konvention, Orlando, Florida; and
- Beverly Mills, Kids Konvention, Fort Lauderdale, Florida.

Mr. Catalano briefly discussed the history of PGI and the services provided by the company. Please see Exhibit A, PGI's proposal, for details.

***Nita Ekwurzel***

Ms. Ekwurzel reviewed the information in Exhibit A concerning the background of Kids Konvention and the services offered by the company. Among other things, she mentioned that Kids Konvention:

- Conducted the youth activity program at the 1991 Annual Meeting of the NCSL in Orlando;
- Employs credentialed and trained staff members who must participate in an orientation program which specifically relates to the event to which they are assigned;
- Has a stringent security policy; and
- Works to provide an educational, entertaining, and fun program for children as well as "peace of mind" for parents.

***Diane Dukes***

Ms. Dukes mentioned the positive working relationship that exists between PGI and Kids Konvention. Additionally, she discussed PGI's experience and expertise with tours in the Las Vegas vicinity. Ms. Dukes further advised the subcommittee that:

- PGI would subcontract with Kids Konvention to oversee the Youth Activity Center. Kids Konvention would report to PGI, the "primary source" for the Youth Program and responsible party for central billing and all tours. Her organization is not interested in "piecemealing" this program.
- It is PGI's goal to provide educational, fun, and safe off-site activities to the participants in the Youth Program. The company would be flexible in developing tours that will conform to the Host Committee's budget.
- PGI has developed a computerized process that would make the location of a child who participates in a tour readily available. A list of children registered for each tour would be provided to the appropriate bus driver(s) and staff, and roll would be called at specific times during off-site activities.
- The minimum child care ratio would be 1 staff person for every 15 children or 3 staff persons for every 45 children. Depending on the venue, these ratios could change.
- PGI and Kids Konvention should be selected as the Youth Program Services Coordinator for the 1998 Annual Meeting of the NCSL because the partnership offers:
  1. "One-stop shopping" and single invoicing;
  2. Credentialed and trained staff;
  3. Two combined insurance policies totaling more than \$10 million;
  4. Combined staff and planning;
  5. Local expertise and a knowledge of Las Vegas;
  6. "Excellent" staff-to-child ratios;
  7. Claim-free insurance policies; and
  8. More than 50 years of combined experience in the hospitality industry and a willingness to troubleshoot any problems that may occur.

Senator Augustine expressed the following concerns about PGI's proposal:

- Most of the activities appear to address the interests of younger children. It also is important to offer activities that appeal to teenagers; and
- The charge for the on-site service should include the cost for lunch each day.

Ms. Dukes and Ms. Ekwurzel explained that some of the activities (e.g., Gameworks, Wet 'n Wild, and the preparation of a legislative newsletter) in their proposal are especially suitable for teenagers. They also expressed their willingness to revise their program as the subcommittee deems appropriate to meet the needs of this age group. Additionally, Ms. Ekwurzel advised that daily lunches could be included with the cost of the on-site youth program.

Responding to questions by Senator Coffin:

- Mr. Catalano mentioned the possibility of soliciting businesses to donate items such as lunches and tee shirts to the Youth Program.
- Ms. Ekwurzel advised that Kids Konvention is prepared to care for children from birth to 17 years of age.
- Ms. Dukes explained that her organization would be willing to coordinate with a local agency that provides after hours child care.

A brief discussion ensued about the registration cost for the Youth Activity Center.

According to Mr. Catalano, the proposed cost for on-site activities is \$10 per hour per child.

Robert E. Erickson, Research Director, Research Division, Legislative Counsel Bureau (LCB), explained that the hourly rate for on-site activities is determined by the Host State and its contractor. He further noted that the Host State is responsible for some of those costs. The registration fee for Junior Delegates (ages 6 through 17) is \$25. An additional fee of \$20 is required for Junior Delegates who participate in the activities offered at the Youth Center. Participation in off-site tours and activities is offered through the Youth Center for an additional charge.

Concerning the Youth Program, Senator Coffin questioned the costs assumed by the Host State and the parents of attendees. He also expressed an interest in the level of fees that are considered affordable to parents.

Senator Augustine stressed the importance of offering tours outside the facility that are affordable to parents and suggested that each off-site activity not exceed \$50.

Lorne J. Malkiewich, Director of LCB, commented that registration fees for children will account for a small percentage of the Youth Program's total cost. The charges for tours also will assist in funding the program. He further stated that the Host State will contract for the best possible costs and determine which activities to provide through its budget.

Responding to a question by Senator Augustine, Ms. Dukes explained that the cost for on-site care would be prorated according to the amount of time a child spends in the Youth Center and, if necessary, a flat fee per child could be negotiated. She assured the subcommittee that her organization would work on behalf of NCSL to attain the best prices possible for off-site youth activities.

Senator Coffin asked about assistance provided for delegates who need child care after hours or for children under the age of 5 years.

Ms. Ekwurzel advised that:

- The fee charged for "in-room" services by child care providers in Las Vegas starts at \$10 per hour for the first child and \$2 per hour for each additional child (up to five children).
- If necessary, Kids Konvention is prepared to provide infant/toddler care in the Youth Center during daytime and evening hours.
- A flat fee would be charged for children who attend Kids Konvention, regardless of their age. Additionally, the charge would not change according to the time care is provided. Kids Konvention would prefer to maintain a flat fee for children who are on site regardless of their age and the time they are at the youth activity center. It would continue to meet national standards for staff ratios.
- Kids Konvention provides snacks and fresh juice as well as a snack buffet, which is available at all times to the children. The older children could take turns operating the snack buffet. Meals would also be provided for the daytime hours and for evening functions.

Responding to questions raised by Senator Augustine regarding daily registration and check out,

Ms. Dukes advised that:

- The tour guides would have a list of tour participants on the bus.
- Computers would be on site.
- A separate tour registration check-in and check-out area will be set up.

Ms. Ekwurzel explained that:

- A letter explaining the sign-in procedure would be mailed to each parent prior to the conference.
- The registration area would be staffed according to the number of children enrolled in the program. Host people would direct children to the proper line and appropriate care giver.

Addressing questions raised by Susan Gardner, Senior Deputy Legislative Counsel, Legal Division, LCB, Ms. Dukes advised that Kids Konvention researches the insurance coverage of every venue it services and asks to be named as additional insured on each venue's policy.

Responding to questions raised by Mr. Erickson, Ms. Ekwurzel explained that Kids Konvention is currently in the process of a partnership/merger agreement with Family Central, a national child care resource and referral agency based in south Florida. She said that merger, which will be complete by the time of the 1998 Annual Meeting of NCSL, will:

- Allow Kids Konvention to screen and interview prospective employees from certified local child care resource and referral agencies to work on this particular project; and
- Ensure applicants meet national requirements for child care providers.

According to Ms. Ekwurzel, Kids Konvention structures a large convention by:

- Bringing to the convention a core group of management people from Kids Konvention;
- Putting children into groups of 50, and assigning a Kids Konvention project director to each group;
- Assigning supervisors to each staff person and lead teachers to each supervisor;
- Staffing the program with a combination of Kids Konvention staff members, employees from local agencies who have experience working for Kids Konvention at past events, and employees from child care resources and referral groups in the Las Vegas area who are certified child care providers.

Responding to a billing question by Mr. Erickson, Ms. Dukes explained that the children who will be going on tours will pay for the tours, and the children who remain in the Youth Center will be billed at the hourly rate.

## **KIDDIECORP, INC.**

### ***Christine M. Tempesta***

Christine M. Tempesta, President, KiddieCorp, Inc., San Diego, California (hereinafter referred to as KiddieCorp in these minutes), introduced the following individuals:

- Craig A. Leweck, Director, Sales and Marketing, KiddieCorp; and
- Gina Filter, Program Manager, KiddieCorp.

Ms. Tempesta presented a brief overview of KiddieCorp. Please see Exhibit B, KiddieCorp's proposal, for details. She highlighted some of KiddieCorp's strengths. The company:

- Has experience in operating the youth programs for the NCSL's annual meetings in San Diego in 1993 and St. Louis, Missouri, in 1996;
- Has been in business for 12 years;
- Is strictly in the business of providing children's programs and tours, and consequently dedicates all of its resources to such programs;

- Manages over 100 events per year, most of which are ongoing, repeat clients;
- Has a strong, well-trained management team with ongoing management training;
- Assigns one key manager to each event as a point of contact;
- Provides training to regular staff members as well as to volunteers;
- Emphasizes safety; and
- Is able to provide special needs training.

Continuing, Ms. Tempesta remarked that KiddieCorp is proud of its partnership with the American Academy of Pediatrics, which is a trendsetter in child care. She emphasized that KiddieCorp is the only company that has had a long-term contract with the American Academy of Pediatrics. She stressed the importance of professional organizations to her company and said KiddieCorp is active in the:

- MPI;
- National Association for the Education of Young Children (NAEYC); and
- PCMA.

KiddieCorp also runs the child care program for MPI as of this year, and has handled the child care program for NAEYC for a number of years.

### ***Craig A. Leweck***

Mr. Leweck pointed out that since KiddieCorp focuses solely on group event child care programs, it has had an opportunity to deal with a variety of events. Additionally, being a national company, it has been able to work with the same events year after year, gaining valuable knowledge with which it continues to improve future events.

KiddieCorp has provided child care programs for the:

- Association for Severely Handicapped Persons (ASHP);
- Autism Society of America;
- Hydrocephalic Association; and
- Spina Bifida Associations.

In addition to running the youth program for NCSL starting in 1993 in San Diego, Mr. Leweck mentioned an event similar to NCSL for which KiddieCorp has provided programs. That event is the American Legislative Exchange Council (ALEC), coordinated by KiddieCorp in Rhode Island in 1996 and again during the summer of 1998 in Chicago, Illinois.

Other high profile groups for which KiddieCorp has provided services are:

- The San Diego Padres;
- The San Francisco Giants;
- The Green Bay Packers at the 1998 Superbowl; and
- The Professional Golf Association (PGA) tour.

The program that Mr. Leweck suggested has given KiddieCorp the most confidence in its ability to provide services to the NCSL conference is for the Ford Motor Company. Similarities in the Ford Motor Company program in the last three years and NCSL's conference are:

- The program for the Ford Motor Company accommodates approximately 200 children at any one time.
- Activities are both on and off site and include about four tours for each event.

### ***Gina Filter***

Ms. Filter offered the following suggestions for a successful youth agenda at the NCSL conference:

- Greet parents and children at registration with friendly faces.
- Set up several registration stations alphabetically by last name.
- Maintain continuity by having the same personnel at the registration stations who would become familiar with the parents for ease of check in and check out.
- Consistency of personnel at the registration stations would also assist in security.
- Have a public address system at check out to announce the arrival of a child's parent after the parent has completed the check-out process.
- Set up registration stations one day before the conference begins for parents who arrive early.

Additionally, Ms. Filter stated that KiddieCorp is flexible and willing to work with any registration plan the NCSL has established. She said there will always be a back-up staff on site to quickly accommodate more children than anticipated, if necessary.

Responding to Senator Augustine's concern that voluntary staff members would not be screened as well as paid staff members, Ms. Tempesta stated they could use only paid staff members, but using some volunteers would keep costs down.

Responding to a question from the subcommittee, Mr. Leweck confirmed that with the proposed ratio of staff to children, and using only paid staff, the cost per child per hour is \$5.50.

Mr. Erickson remarked that the Host State will provide approximately six staffers to be utilized primarily at the front to work during the check-in/check-out periods, and an officer from the Legislative Police will be present at all times.

Ms. Tempesta said she would like to include the six volunteers from the Host State in KiddieCorp's training and orientation to familiarize them with its policies and procedures.

Ms. Tempesta and Ms. Filter explained the activities the children would be involved in throughout the day.

Ms. Tempesta said KiddieCorp's priorities with tours, as well as with on-site programs, are to be organized, do research and homework, and keep the children busy.

Along those lines, KiddieCorp representatives:

- Visit venues in advance to meet with security, find out where the buses will arrive, make sure that a large group will not create a problem, and things of that nature.
- Organize the children into small groups with a leader for each group.
- Use a tour identification form which lists each child's name, age, and a clothing identifier. It is a two-part form,

the original of which the group leader keeps, and the copies are given to the overall tour manager so that she will know to which group each child is assigned.

- Lost child procedures are established, interacting with venue security. A meeting place is set up with the children and check points are established for periodic check in of the older children.

Ms. Filter explained that KiddieCorp sees the on-site programming as two different entities.

- Themes for the younger children will have a "western flavor" to go along with the Las Vegas setting. These may include such activities as:
  1. The "country carnival," with the children making cowboy vests, having a penny pitch, milk bottle toss, and other carnival type games;
  2. An "olé" theme with a Hispanic twist, providing chips and salsa, doing Mexican hat dancing, making maracas and tissue paper flowers; or
  3. A "wild west" theme.
- The teenagers will have a place of their own, such as a room with comfortable couches, a boom box with music they can listen to, movies to watch, arcade games, video games, pinball, and high-end crafts such as friendship bracelets.

Continuing, Ms. Filter stated KiddieCorp is flexible, realizing that some younger children will want to be with a sibling in the teen room, or that an older child may want to participate in the younger children's crafts projects.

Mr. Leweck discussed program costs. He said in determining costs, a distinction needs to be made between number of children and number of children at any one time. He suggested choosing a ballpark figure on the low end, and if the program grows, adjustments can be made. He remarked that in hiring staff for the convention, he would rather not recruit too many people and then tell them they are not needed.

In response to Senator Augustine's concern that the teen program does not provide enough interesting activities for teenagers, Ms. Tempesta pointed out they had learned a lot about the challenge of keeping teens occupied and happy from past events. She concurred with Senator Augustine's observation that the ALEC annual meeting in San Diego was a much better program for teens than the NCSL conference in San Diego because they learned from the NCSL event what teens want and need at such conferences.

Addressing questions by Senator Augustine regarding costs:

- Ms. Tempesta remarked that KiddieCorp could provide lunches or work with the subcommittee on alternatives.
- An alternative that has worked at other conventions is to have lunches donated.
- Typically for a big program, the client arranges for snacks and meals, because the client is in a better position to negotiate lower costs with the hotel.
- KiddieCorp could provide lunches and will give the subcommittee an estimate of the cost of providing lunches.
- Mr. Leweck commented that the prices shown cover only the cost of admission to the various tour venues. Costs for transportation, staff, and meals are not included in the quoted prices.

Ms. Tempesta explained that KiddieCorp did not calculate all inclusive prices for NCSL because they were not sure how much was still needed, who was picking up which costs, if the tours were "cast in stone," or if the subcommittee wanted more ideas.

Mr. Leweck stated that in its proposal, KiddieCorp wanted to create a flexible working model so they could add to it. He

agreed to provide the subcommittee with a more definitive idea of the costs to assist the subcommittee in making a decision.

Responding to Ms. Gardner's questions regarding KiddieCorp's licensing and safety policies, Ms. Tempesta replied:

- Meeting licensing requirements is part of her company's due diligence.
- As far as ratios and safety issues, KiddieCorp's program was modeled after the California Department of Social Services licensing requirements, and in most cases exceed those requirements.
- KiddieCorp's proposal includes a 50 square-foot-per-child ratio for space which exceeds California's requirement of a 35 square-foot-per-child ratio.

Addressing Senator Coffin's concerns about arrangements for infants and toddlers, Ms. Tempesta advised that:

- KiddieCorp would be willing to work with existing local child care providers for after hours care.
- KiddieCorp would prefer to include the local providers in its program and hire them as KiddieCorp employees to ensure they have the same guidelines, emergency procedures, and set of rules.
- Since KiddieCorp's program will end by 6 p.m. each day, she offered to organize a group of qualified after hours sitters, and provide a list including the services, rates and conditions of the after hours sitters. She also offered to provide a liaison between those sitters and parents.

Additionally, Ms. Tempesta mentioned that since the ratios are lower for the infant to 5 years of age group, the following would apply if this age group was added to the on-site daytime program:

- A 1 to 3 ratio for up to 3 years of age;
- A 1 to 4 ratio past age 3; and
- An additional \$.50 to \$1 per hour to the cost for that age group.

Mr. Leweck added if there was a minimum of 12 children requiring after hours care, KiddieCorp could add an evening program as an attachment to its proposal.

## **PUBLIC COMMENT**

Mr. Malkiewich explained the vendor selection process. Once the subcommittee has selected a vendor, it will be up to Sharon Levy, Cerrell Associates, Los Angeles, California, to:

- Work with the vendor to determine such issues as how many volunteers are needed.
- Work with the vendors that are selected next week for those portions of the program.
- Work with contributors for in-kind contributions, such as food (e.g., Kraft), discounts on tours, and so on.
- Prepare a contract with the selected vendor.

## **SUBCOMMITTEE DISCUSSION AND SELECTION OF A**

## **YOUTH PROGRAM SERVICES COORDINATOR**

Senator Augustine pointed out that KiddieCorp plans to submit some clarification on costs. She said currently there is no basis for comparison, and she would not be comfortable making a decision. She would like to see, with both programs being equal, the exact differences in the cost ratios.

***Sharon Levy***

Ms. Levy stated that after thoroughly reviewing both proposals, she found them to be similar in the following ways:

- The ratio of staff to child.
- Both are women-owned businesses.
- Five years of age was the youngest age considered in both proposals.
- Both proposals used 400 as a base number of participating children.
- Each company is able to provide a variety of services for a broad range of children.

In Ms. Levy's opinion, discrepancies between the two proposals were balanced out by:

- The higher prices quoted for tours by Kids Konvention versus the lower prices charged by KiddieCorp was because the former includes lunches, staff, and transportation, which KiddieCorp's proposal did not.
- Along the lines of the sliding scale depending on whether there are 200 or 400 children; child care time should not be charged while the children are on tours versus staff time built into the overall price (a consistent hourly rate should be charged whether the children are on site or on a tour).

According to Ms. Levy's estimation, pricing was the widest discrepancy; and because the pricing format was different for the two proposals, it was difficult to compare the two.

Senator Coffin concluded that the subcommittee was not prepared to make a decision at this meeting. He suggested posting another meeting and inviting a representative from each of the proposed Youth Program Services Coordinators to return to address remaining questions.

The next meeting of the Subcommittee on Youth Programs of the Legislative Commission's Host Committee for the 1998 Annual Meeting of the National Conference of State Legislatures was scheduled for February 26, 1998, at 8 a.m.

There being no further subcommittee business, Senator Coffin adjourned the meeting at 12:35 p.m.

Respectfully submitted,

Jo Greenslate

Research Secretary

APPROVED:

Senator Bob Coffin, Chairman

Date

## **LIST OF EXHIBITS**

Exhibit A, submitted by PGI Events and Communications of Las Vegas, Nevada, consists of a:

1. Transmittal letter dated January 29, 1998, to the Host Committee Members from Michael A. Catalano, Director of Sales, and Deanna Dereszynski, Sales Manager, PGI Events and Communications; and
2. Document titled "Proposal of Services for Las Vegas Youth Program—prepared for: NCSL Host Committee Members—National Conference of State Legislatures Annual Meeting & Exhibition—July 19-24, 1998—submitted by: Michael A. Catalano, Director of Sales."

Exhibit B, submitted by KiddieCorp, Inc., San Diego, California, consists of the following items:

1. A packet containing information about KiddieCorp and a document titled "KiddieCorp, Inc. Child Care Proposal," dated January 29, 1998.
2. Transmittal letter dated January 29, 1998, from Craig Leweck, Director, Sales and Marketing, KiddieCorp, transmitting additional information:
  - a. Recent KiddieCorp manager newsletter, "The KiddieCorp Gazette;"
  - b. A form titled "Master Checklist — Event Planning;"
  - c. Several reference letters; and
  - d. A KiddieCorp brochure.

Exhibit C is the "Attendance Record" for this meeting.