

Five Flags Commission Meeting Monday December 28, 2009

Present: Bryce Parks, Barb Kurt, Cindy Fuller, Rod bakke, Don Howes and Ali Levasseur

Absent: Sue Balsamo and Joyce White

Commissioner Parks called meeting to order

Approval of Minutes: Commissioner Parks motioned to approve minutes of November 23, 2009 meeting. Commissioner Fuller seconded the motion, all approved.

Old Business:

- Commissioner Bakke asked for details of Five Flags working relationship with Team Dubuque. Staff reported that GM is working with Team Dubuque to bring an indoor sport to Five Flags. Commissioner Fuller suggested Roller Hockey or Roller Derby. Don Howes explained the Mystique Ice Arena will be taking the dashers and glass from Five Flags. They will leave the compressors so Five Flags will have the ability to build ice. The staff is looking into many possibilities.
- The Theater Lobby Committee met December 21, 2009. Committee will be contacting Dubuque Museum of Art and Dubuque River Museum exhibit coordinators for expert advice on creating a timeline of events for display in Five Flags Theater.

New Business:

- No new business at this time.

Don Howes Delivered following reports from the General Manager

Operations Department:

- Reviewing type and style of arena chair to purchase in FY10.
- Assessing application of new internet based maintenance management system, SMG corporate update.

Marketing, Promotions, and Events Interests:

- Reconnected with promoter who brought “extreme sports” to Alaska and will pursue the possibility of bringing *Freestyle Motorcross* to Dubuque next year.
- Conducted site tour for promoter of *Dock Dogs National Championship* event as weather related alternative site to McGraw Hill parking lot. Also pitched Five Flags and Holiday Inn partnership in efforts to host the event’s banquet.
- Booked *Bixby’s Rainforest Rescue*, a children’s educational theatre show. Five shows are scheduled throughout Iowa and the performances will serve as a “pilot” for taking the show national.
- Partnered with 36Ink and *Bull Ride* promoter to place advertising in Diamond Jo’s newsletter for their 55 Club which has a distribution potential between 5K and 8K members.
- After three (3) years of effort, Five Flags Theatre will host Michael Feldman’s “Whad’Ya Know” on October 16, 2010. Iowa Public Radio will partner with Michael Feldman to bring the show to Dubuque. Five Flags will capitalize on this event in celebration of our 100th birthday.
- December’s Chamber e.sheet ads featured *Lee Greenwood, Joel McHale, Jim McDonough, and Five Flags Gift Cards.*

- Five Flags and the TH have partnered to sponsor a Christmas coloring contest featuring “Frosty on Skates”. Registration deadline for children 10 and under is December 18.

November Events:

- Thunderbird Hockey – November 6, 7, 13, 14, 20, 21, 28
- Of Mice and Men – November 6
- DSO – November 14, 15
- Sesame Street (3 shows) – November 24 and two shows on November 25
- Festival of Trees – Breakfast with Santa, Skate with the Thunderbirds – November 28
- DSO Youth Concert – November 30
- Various City Meetings – November 5, 10, 12, 16, 17, 18, 30
- Dubuque Youth Hockey Board – November 12, 18
- Public Skate – November 1, 8, 15, 22, 29
- High School hockey – November 28

December Events:

- Lee Greenwood “A Tennessee Christmas” – December 4
- Joel McHale Comedy Show – December 5
- DSO Holiday Pops – December 4, 5, 6
- Jim McDonough, 2009 Holiday Grande – December 12 (two shows)
- High School Hockey – December 11, 16, 18
- Public Skate – December 6, 13, 20, 26, 27, 29, 31

Financial, HR, Accounting Reports:

- For the month of November, our numbers reflect we’re under budget by approximately \$19K. However, YTD, we’re still significantly under budget as the financial forecast has been adjusted to include a full year of youth hockey revenue rather than three months of revenue originally included in the FY10 budget.
- Effective December 14, Peggy Degnan resigned as Events and Marketing Manager, a position she held since October, 2002. Peggy will open a retail gift shop in Guttenberg allowing her greater oversight over her family situation.
- Due to the impending loss of the building’s primary revenue generating stream (ice), management is considering reorganizing the existing staff to cover the position. In the interim, the GM will cover the event management and marketing details.

Current Box Office On Sales:

- DSO
- T-Birds
- Cats
- Disney Playhouse
- Thunderslam – Monster Trucks

F&B Department:

- In event mode providing food and beverage for multiple and sometimes simultaneously occurring events.

Staff Development:

- Through Five Flags membership and participation in the NICC Business Consortium, management has targeted Bob Richardson to participate in the Professional Leadership Institute designed and taught by NICC. The seven-session program runs January through May, 2010. Also beginning in January and running through the first half of next year, the Business Consortium membership will also allow all other staff members to participate in professional development courses covering a variety of topics.

Other:**Adjournment of Monthly Commission Meeting:**

Commissioner Parks motioned to adjourn the meeting. Commissioner Bakke seconded. All Approved.

Next meeting: in the General Manager's Office on Monday January 25, 2010 at 4:00PM. Five Flags staff will place a call "Thursday before" and a "Monday of" email to remind commissioners of the meeting.