

Five Flags Commission Meeting Monday April 26, 2010

Present: Bryce Parks, Sue Balsamo, Rod Bakke, Cindy Fuller, Barb Kurt, Pat Prevanas, Joyce White, Don Howes, and Ali Levasseur

Absent:

Commissioner Parks called meeting to order

Approval of Minutes: Commissioner Fuller motioned to approve minutes of March 22, 2010 meeting. Commissioner Bakke seconded the motion, all approved.

Old Business:

- Ali Levasseur and Commissioner Balsamo report on Theater Committee progress. Committee is contacting community members to verify our plans will not go against and historical renovation restrictions. Committee will continue designing Historical information banners & photo slideshow to play on TV screen. Committee will meet again May 12, 2010.

New Business:

- Commission Bakke will have Greg Orwell of Dubuque Colts contact Joyce to get information on performing at Five Flags Center.
- Commission Bakke will take another year term on Five Flags Commission.
- Commissioner Balsamo will not take another term on Five Flags Commission, but will stay on the Theater Committee.
- Commissioner Kurt has not decided on another term on the Five Flags Commission, she will report next time.

General Manager Joyce White delivered the following reports:

Operations Department:

- Siemens Building Technologies service technician was called to inspect equipment due to air quality issues the building experienced during Monster Truck. Technician inspected the programming and discovered problems with the manner in which the units serving the arena were being controlled. Programming changes were made to enable units to react as follows:
 - When CO level reaches 15ppm, one exhaust fan will activate and one RTU will go to full outside air.
 - When CO level reaches 25ppm, a second exhaust fan will activate and the second RTU will go to full outside air.
 - When the CO level reaches 50ppm, ALL exhaust fans will activate and ALL RTU's will go to full outside air.
- Facility has also requested an inspection by Tom Reed, City's Building Services Department.
- Five Flags has been approached by the Dubuque Fighting Saints to host team tryouts June 14-19. Five Flags negotiated a contract and Operations Department has purchased ice paint in preparation for the camp.
- In preparation of making ice in June and being "circumspect" of the reliability of our dehumidification system, department is also activating the system on a regular basis.

Marketing, Promotions, and Events Interests:

- Inked Mannheim Steamroller Christmas Show for December 9, 2010.
- Sent Jenni Welsh to Davenport to observe the Iowa State Pool Association state tournament and to research the possibility of bidding on this event for 2012. The event has a commitment of one more year in Davenport.
- Jenni also made contact with the Quad City Rollers and will return to Davenport on May 15 to watch an event. The group is very interested in bringing an exhibition match to Dubuque – likely in September, following their summer break.
- Have also made contact with Eastern Iowa Outlaws Roller Derby League in Cedar Rapids that is interested in utilizing Five Flags as their “home” arena. The season would run from October – April and would utilize one Saturday night per month. Have discussed fee strategy with Tom. Have submitted drawings to contact and will set a meeting for site tour.
- Have provided bid to hold a “second round” of IBM interviews which would utilize Upper Promenade for a full week in May.
- Have requested and submitted three catering bids, plus building expenses to Dubuque’s United Way Annual Dinner to be held in May.
- Have a “second tour” with the committee for the 2014 National Holstein Convention. Dubuque has been awarded the convention. Both the GRC and Five Flags were considered for the meeting site. GRC was selected as the meeting site and Five Flags is now being considered for the “cow auction” portion. Dan will provide cad drawings for the committee’s second visit next week. (*The fairgrounds are also being considered for the auction*).

Self-Promotion:

- Building will promote a “Rock Band Tournament” during the week of July 12-17 in the ballroom – with “finals” set for Saturday evening. This effort will partially fulfill our obligation and “city directive” to provide activities to help “mitigate neighborhood issues” in Dubuque this summer. Commissioners shared the following names and places to contact for the tournament.
 - Greg Orwell at Dubuque Colts
 - NISOM
 - Johny Rhodes at The Rock (radio station)
 - YMCA
 - St Mark’s
- Pat Prevenas will make have room in next leisure servies mailer to include information on Rock Band Tournament, Elien will contact Ali.
- A second way to fulfill our directive was developed in conjunction with a local theatre production company. By structuring a minimal fee, building has also booked the Bijou Room during the entire month of July and first week in August for the production of “Seusical Junior”. The second week in August will utilize the Five Flags Theatre for dress rehearsal and show.

March Events:

- T-Bird Hockey – March 5, 6
- T-Bird Home Ice Playoffs – March 12, 13
- DSO – March 13, 14
- Public Skate – March 7, 11, 14
- Hempstead Variety Show - March 15
- DYHA ice rentals and year end party – March 15, 16
- City Meetings – March 19, 26, 29, 30, 31
- Dubuque Kennel Club – March 27, 28

April Events:

- AMP Live – Monster Trucks (3 shows, April 2, 3)
- DSO – April 10, 11
- City Expo – April 13
- City Spirit Lunch – April 14
- Blue Star Productions (merchandise sale) – April 16, 17, 18
- Tri-States Veterans Conference – April 24
- Wahlert Musical – April 29, 30, May 1, 2
- City Meetings – April 1, 8, 13

Financial, HR, Accounting Reports:

- Submitted completed and bound FY11 operating budget to city, commissioners, and SMG regional and corporate managers. Will be at City Council meeting May 3, 2010 for approval.
- March's loss was \$20K greater than budgeted, primarily due to underestimating March labor and allocating fewer labor hours to an event than budgeted. Additional expenses were incurred in repairs, maintenance, and supplies.

Don Howes reported the following:

- On rolling forecast, Adjusted Gross Income Projected \$399,805; Budgeted \$350,690. Net Income (loss) Projected (\$727,604); Budgeted (\$781,087); \$54,000 below Benchmark.

Current Box Office "On-Sales":

- DSO's Arena Pops (*Abbanania*) - May 1
- Wahlert Musical (*Children of Eden*) - April 28 and 29 are non-ticketed
- April 30, May 1, 2 are ticketed events
- Studio 5678 (*Dance in Color*) - May 14, 15, 16
- Melanie Devaney - May 7
- Artie Shaw Orchestra - June 12
- America's River Festival Tickets - June 12

F&B Department:

- AMP Live Monster Trucks – April 2, 3, 4
2010 3 shows Attendance 1596 Gross Sales \$ 4,565 CAP Ave \$2.94 Labor Ave. 19%
2009 2 shows Attendance 2557 Gross Sales \$12,967 CAP Ave \$3.95 Labor Ave. 11%
 - **Attendance was down 38% compared to last year**

Staff Development:

- In conjunction with the Dubuque Chamber's "*Internship Connect*" program, a job description has been developed and a "project" outlined. Loras, Clarks, UD, NICC, and UW-Platteville will be sent notifications seeking an unpaid internship position for the summer. The intern's primary project will be to produce the marketing kit.
- As an invited attendee of the City, Ron Swift is participating in a four-week Dale Carnegie Training Course each Wednesday in May.

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

Commissioner Balsamo motioned to adjourn the meeting. Commissioner Kurt seconded. All Approved.

Next meeting: in the General Manager's Office on Monday May 24, 2010 at 4:00PM. Five Flags staff will place a call "Thursday before" and a "Monday of" email to remind commissioners of the meeting.