

## **Five Flags Commission Meeting Monday November 22, 2010**

**Present:** Rod Bakke, Barb Kurt, Marilynne Field, Marie Ware, Joyce White, Don Howes, and Ali Levasseur

**Absent:** Bryce Parks, and Cindy Fuller

Commissioner Bakke called meeting to order.

**Approval of Minutes:** Commissioner Field motioned to approve minutes of October 25, 2010 meeting. Commissioner Kurt seconded the motion, all approved.

### **Old Business:**

#### **Five Flags Theatre Celebrates 100<sup>th</sup> Anniversary**

- Five Flags Theater celebrated its 100<sup>th</sup> anniversary on November 16, 2010 with a Chamber of Commerce ribbon cutting, held in the theater lobby. A brief history of the theater's "life" was presented by Rod Bakke, 25 year plus member of the Civic Center Commission. Bryce Parks, current Commission Chair, recognized various dignitaries, anchor tenants, past Commission members; and, particular recognition members of family members of the committee formed in 1970 that were responsible for "saving" the Five Flags Theater from the wrecking ball. Dan LoBianco, Executive Director of Main Street Dubuque, indicated that the 1970 committee's work was the genesis of Dubuque's efforts of historical preservation.
  - Media was present to record the event, Loras College Archive, TH, and City Cable Channel 8, visit below URL to watch featured Five Flags Anniversary video of ribbon cutting and other information.  
<http://www.cityofdubuque.org/index.aspx?nid=88>
- Commissioner Bakke reflected on recent events held at the Five Flags Center – from the US Navy Band Jazz Ensemble to Outlaws Roller Derby. As an attendee of both events, he observed an audience as diverse as our community – with the implication that the Center is "serving and meeting" the entertainment needs of a wide, diverse population.

### **New Business:**

- No new business reported at this time.

### **General Manager, Joyce White, delivered the following reports:**

#### **Operations Department:**

- *Five Flags Café* (coffee cart) was received and became operational for events on November 4 & 6.
- Contacted Leisure Services for proper protocol regarding alternative uses or discarding old, antiquated equipment (including 30 year old blue, plastic folding chairs and wooden, retractable bleachers)
- Staff is reorganizing storage areas to accommodate new chairs and storage carts, tables, and pipe and drape.
- CIP FY2016 list was prepared and reviewed with Marie Ware and MVM in October.

### **Marketing, Promotions, and Events Interests:**

- Booked Night Storm Traveling Dance Club (November, 2010 and February, 2011); and three additional IBM Interview days (December, 2010).
- WWE placed a hold on books for July, 2011.
- Mannheim Steamroller has gross sales exceeding \$106K. The promoter will release additional promoter holds closer to December 9 show.
- Have recommended additional opportunities to “grow event” to new tenant, Eastern Outlaws Roller Derby League, including possibility of offering roller derby camps to youth during the summer.

***Since Meeting & Convention Restrictions were lifted in November/December 2009, management has pursued and bid on the following pieces of business:***

#### **Successful Efforts**

- All Iowa Open Cheer and Dance Competition (February, 2010)
- Uncommon Holiday Show and Market (November, 2010)
- Iowa Recycling and Waste Management (October, 2011)
- United Way Dinner (awarded and later **cancelled and rescheduled** @ Diamond Jo)
- The Games of Rome Wrestling (November 12-14, 2010) – **cancelled** due to funding
- IBM Interview Sessions (multiple 3-day events from May – Dec. 2010) – *extend into 2011*
- IBM Corporate Meeting (theatre) – June, 2010
- Prudential Corporate Meeting (theatre) – Feb 9 & 26 and June, 2010

#### **Yet to be Determined Efforts**

- Holstein Convention (*cow exhibit portion*) (2014)
- Porsche Antique Car Club (September 2012)
- Barbershop Harmony Society (April 2011 or 2012)

#### **Other New Business**

- Eastern Iowa Outlaws Roller Derby (7 dates, October, 2010 – March, 2011)
- Dubuque Soccer Club (practice two per week, plus Sat/Sun games) January – April, 2011)

#### **Unsuccessful bid efforts**

- National Association of Insurance & Financial Advisers-Iowa (May, 2011)
- Wisconsin Saengerbezirk (2011)
- Tri-States Human Resources Association (2010)
- Loras College NCAA III Bids (2012 and 2013)
- Arachnid Dart Tournament (2011)

### **October “primary” Events:**

- DSO – October 2, 3
- IBM Interviews – October 4-8
- Outlaw Roller Derby Set-up and Practice – October 8, 9
- City Management Team – October 12
- Michael Feldman Whad’Ya Know – October 16
- TNA Wrestling – October 16
- DSO Art’s Trek – October 22
- Richard Marx – October 22 - **cancelled**
- The 3 Magicians – October 30

### **November “primary events”**

- Uncommon Holiday Show and Market
- Loras Open Wrestling Tournament
- DSO
- Wahlert’s “*The Quilter’s*”
- U.S. Navy Jazz Ensemble Band
- Sesame Street (3 shows)
- Night Storm Traveling Dance Club
- DSO Youth Ensemble

### **Staff & HR :**

- Joyce White, GM, attended SMG’s East Regional Corporate meetings for General Manager’s, recently held in Charleston, SC.
- Don Howes, Accounting and HR Designee, attended SMG’s National Corporate meetings recently held in Nashville, TN.

### **Financial, Accounting Reports:**

- Due to early meeting date in November, October’s financials will not be available for review.
- Don Howes reviewed information on Event Totals for October 2010
  - Eastern IA Outlaws Gross Concessions” \$4,668.25
  - TNA Gross Concessions: \$3541
  - Total Net Event Income: \$23,009.33

### **Box Office “On-Sales”:**

- Dubuque Symphony Orchestra
- Mannheim Steamroller
- TNA Wrestling Live!
- Outlaw’s Roller Derby
- Richard Marx
- The 3 Magicians
- Wahlert High School’s “The Quilters”
- John Berry in Concert
- Jim McDonough’s Holiday Grande 2010
- Sesame Street Live
- Riverdance

**F&B Department: New Partnership**

- Five Flags Center has partnered with Molly's Silver Screen Canteen, located in Mindframe Theatre, as a provider of coffee bean product and barista service. Quality control, wholesale pricing, and smaller volume orders – along with cross promotional benefits are just some of the opportunities of the partnership.

**Other:**

- Ali Levasseur asked commissioner if all mailings could change to Email. All present agreed, all mailings will now be electronic distribution sent out by the Thursday before scheduled meeting time.

**Adjournment of Monthly Commission Meeting:**

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

***Next meeting: in the General Manager's Office on Monday December 20, 2010 at 4:00PM. Ali Levasseur will not be present for meeting, Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.***