

Five Flags Civic Center Advisory Commission Meeting Monday July 29, 2013
Approved by Commission 10/28/13

Present: Rod Bakke, Bryce Parks, McKenzie Hill, Joyce White, Don Howes, Ali Levasseur, and Marie Ware, Leisure Services

Guests: Tyler Daughtery, Commission Applicant waiting approval from City Council and Deb Sandry, Executive Director of Dubuque Symphony Orchestra.

Absent: No commission members absent from meeting

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Bakke motioned to approve minutes from April 29, 2013 meeting. Commissioner Parks seconded, all approved.

Old Business:

- General Manager reported FY14 rate increases were approved by City Council. Some events have been contracted to FY13 rates and will be billed as contracted.
 - Copies of FY14 rate card were distributed

New Business:

- Commission members introduced themselves to Tyler Daughtery and Deb Sandry.
- Commissioner Bakke took his Oath of Office and signed his commitment through June 29, 2016
 - Commissioner Parks signed as witness
 - Ali Levasseur will return original to City Clerk's office and keep a copy for FFC records
- Commissioner Bakke nominated Commissioner McKenzie Hill to the position of Board Chair and thanked Bryce Parks for his great work and years as Commission chairman.
 - Commissioner Hill accepted the nomination
 - Commissioner Parks seconded the motion, all approved

Director of Finance, Don Howes, delivered the following reports:

Financial, Accounting Reports:

Income Statement

Year-To Date:

- Actual YTD Income is up \$12,569 compared to YTD budgeted income
- Actual YTD expenses are under the YTD budgeted expenses by \$9,390
- Actual YTD net loss is less than the YTD budgeted net loss by \$21,959

Benchmark:

- End of year net loss is \$819,938 (could change with period 13 reporting)
 - Benchmark FY13 \$ 840,276.27
 - FY 13 Loss (\$819,938.00)
 - Amount split for incentive Fee \$ 20,338.27

 - SMG incentive Fee \$ 10,169.14

Benchmark Calculation:

The Benchmark was set according to section 4.2 (i) of the Management Agreement with the City of Dubuque and was calculated using the CPI-U of May 31, 2012 of 1.7%.

- Commissioner Parks explained the benchmark to Tyler Daughtery and expressed the success of beating the benchmark for the past nine years – particularly since 2010 following the loss of ice revenue which represented 42% of gross operating revenue.
- General Manager reported that while the loss of income associated with the loss of ice has never been fully recouped, we continue to find new events and bring income to the building. Currently 77% of our business is categorized as “community events, non-profits, and other civic organizations.” The building is being utilized by organizations typical of a community Civic Center.

General Manager, Joyce White, delivered the following reports:

Operations Department:

Upgrades and improvements during the fourth quarter included the following efforts:

- Monthly safety meetings were held on the second Wednesday of each month during the fourth quarter. Monthly Safety Topics have included “*Inclement Weather Conditions on Employees*” – *Extreme Hot and Cold Conditions*; “*Preventing an Accident*”; and “Hearing Protection”.
- Safety Committee members convened to “observe as a team”, an event load-out and to critique procedures to determine if “Best Practices” were employed by the wok crew. Overall, the stagehands utilized Best Practices - although some verbal corrections were extended by the Technical Director and applied by the crew chief during the process.
- All “OSHA” violations cited by privately retained, Inspector Pat Patterson during the Loss Analysis Accident Prevention assessment have been corrected. Purchases required to meet OSHA requirements were made in June. Items included two eye wash stations; drill press guards; and, a fire-proof paint cabinet. The upgrade to the north camera deck over the dressing rooms will be added to the CIP budget in the next budgeting rounds – according to Marie Ware.
- Available year-end funds were utilized in June to provide employee training – also in conjunction with the Written Safety Programs required by OSHA. All current employees have now received the required basic training. Staff also purchased a fork truck training video which will have a “long-life” span. Employee training will continue to be implemented on an on-going process.
- The old expansion tank for the hot water heating system, original to the 34 year-old building, was replaced in late June. When the tank was inspected in early April, the tank had rusted and had sprung pinhole leaks. The replacement tank cost \$6,300 and was purchased from the year-end operating funds – and approved by Marie Ware and H.R. Cook.

Additional year-end purchases included 10 recycling containers (which match last year’s purchase of 10 trash containers) and a carpet shampooer.

Replacements of this nature have been added to the Bigfoot Maintenance software system so management can more effectively track asset life cycles and budget accordingly.

- A new network server, which supports Five Flags data, has been ordered and installed – providing increased storage capacity and back-up capability for Five Flags records. Two PC’s were also ordered. Placement in the three year rotation included the Departments of Administration and Marketing.

No further information is available on the two bullet point items which report on efforts to receive stimulus funding for electronic upgrades to the marquee (Message Center) and energy efficient lighting fixtures for the stair towers and storage areas:

- In conjunction with potential “stimulus funding of \$25K, Dan is soliciting bids from electrical companies to replace fluorescent light fixtures with LED fixtures in stair towers and storage areas.
- Still awaiting news of availability of \$95K in funding for a new Message Center and locker room lighting fixtures. Original bids were submitted in September, 2012 and again as recently as January, 2013. Funds for the upgrades are also in conjunction with the “second round” stimulus.

Marketing, Promotions, and Events Interests:

Joyce White asked Ali Levasseur, Marketing Coordinator to deliver Marketing report

Marketing, Promotion, and Event Interests:

Primary marketing activities during the fourth quarter included the following:

- Past Quarter Initiatives:
 - **Kinseth Hotel Corporation** has confirmed a three day meeting and expo for February 23, 24, 25, 2014. Programming, drawings, and estimates for the meeting and Expo were massaged several and the event has now expanded to three days and utilizes both the arena and the theater. The contract for the event has been executed.
 - **(Cancelled) WWE** confirmed their date in Dubuque for Sunday, September 1. WWE marketing representative made a Dubuque site visit on May 13.
 - **JDIFF (Julien Dubuque International Film Festival)** concluded the second annual film festival in early April and has already booked the meeting rooms for April 2014. More recent meetings with Michael Coty have promised expanded usage of Five Flags Center for next year's festival.
 - Met with new promoters, **Queen B Tri-State Golf Expo**, to debrief inaugural event held in March. Promoters renewed the event for FY14 and expanded event to two days.
 - Conducted theater site visits which resulted in contracting three events in FY14 (two dance recitals and one dance competition) with **Almost Famous Dance Studio**.
 - Loras **College** contacted Five Flags and placed a hold for March 2014 to possibly host the NCAA Division III "Regional" Wrestling Championship (which was most recently held at Five Flags on March 2013).
 - **Rising Star Production Company** has "moved into the theater's Bijou Room" in preparation for their summer musicals "Music Man" and "Annie". Set-building has also commenced on the main theater stage. The Company will occupy the venue until mid-August.
 - **Mars Venus Live**, the smash hit theatrical comedy – based on the best-selling book by John Gray – will appear for one night only on September 21 in the Five Flags Theater. Five Flags co-promoted this show with Emery Entertainment out of St. Louis.
- Past Quarter Event "highlights"
 - Performances of the **George Cardin Circus (El Kahir Shrine Circus)** were held on April 11 and 12. The Friday evening performance was a sellout with 1720 patrons.
 - **Dancing With the Stars (Dubuque Style)** completed a successful show on April 27, 2013 and reserved the theater and lower promenade for May 3, 2014. The event's recent fundraising focus culminated with a total of \$220,000 for select non-profit organizations- almost doubling three previous combined fundraising efforts. This event wasn't budgeted and dropped \$5,230 to the bottom line.
 - **MMA Pinnacle Combat 13** was held on May 3. Promoter Harry Maglaris had introduced a larger cage and the room was adjusted accordingly. Five Flags showcased this event by creating special effects with our concert lighting and enhancing the event with three large screens providing live in-house coverage and taped for later broadcast on Comcast.
 - **NICC (Northeast Iowa Community College)** held their annual commencement exercises at Five Flags on May 17 - the second consecutive year to host this event. The "Nurses' Pinning" was also held prior to the actual graduation ceremony. NICC has already reserve the venue for 2014.
 - **Wahlert HS Musical "Fiddler on the Roof"** was in the theater from April 14-22 and held five performances.
 - **Prudential** held a corporate "All Associates Meeting" (closed telecast) in Theater on June 5.
 - **Dubuque Public School** held annual graduation ceremonies for Senior High School and Hempstead High School on May 26.
 - **Fly-By-Night Productions** finished a two week run of **Matt and Ben** (weekend only performances) on June 9. For FY 14, the company has decided to cancel the second Sunday matinee of the run due to historically poor attendance.
 - **Studio 5678** held their spring dance recital May 31-June 1. Promoter's gross revenue was up \$2K over last year. Four performances were held.
 - **Rumble by the River Wrestling Tournament** was held on Sunday, June 16. This year's event held even with last year's number of wrestlers, 235 and 230 collectively.
 - **A private wedding** was held in the theater on June 15.

Social Sense Analysis - Year-End Report at June 30, 2013

- Social Sense, marketing consulting team, had completed their fourth quarter activity report and highlights were reflected in Quarterly report dispersed at meeting. Report was not discussed at meeting.
 - Ali Levasseur explained how Social Sense was contracted and utilized in FY13 for Tyler Daughtery

FIVE FLAGS EVENT CALENDAR – FY13

First Quarter Events

July 2012

Rising Star - "Hairspray"

August 2012

Rising Star - "Pinocchio"

September 2012

DHS – Kinderpalooza
Phi Beta Sigma "Step Dance"
DSO Arts Trek
Holiday Inn Meeting Space
City Human Right Meeting

DSO Auditions
City Leadership Meeting
Regional Roller Derby
Fly-By-Night – "45 Seconds
from Broadway

Second Quarter Events

October 2012

DSO Classic I
Don Tjernagel Comedy Monster
City Leadership Meeting
DSO Arts Trek
Outlaws Roller Derby
Grande
DSO Auditions
MPA Pool Tournament

November 2012

Loras Open Wrestling
DALMC Career & Tech Fair
DSO Classic II
Outlaws Roller Derby
Girl Scouts Dream Event

Dock Dogs World Championships
Native Spirit Dancer
Sesame Street Live
Colts Drum & Bugle Corp (camp)
Dubuque Dance Studio
MMA Pinnacle Combat 11

December 2012

DSO Family Holiday Concert
DSO *Holiday Pops*
DSO Youth Ensemble
Mannheim Steamroller
Jim McDonough *Holiday*

Dubuque Soccer Club (camp)
Night Storm Teen Dance
Harlem Globetrotters

Third Quarter Events

JANUARY

Bixby Inflatable Rainforest
Colts Drum and Bugle Corp
Dubuque Soccer Club
Eastern Iowa Outlaws
FBN – *Largo Desolato*
Tour Dubuque
MMA – Pinnacle Combat 12
City Engineering Conference
City Leadership Meeting
City Water Department
City Human Rights Department

FEBRUARY

FBN – *Largo Desolato*
Dubuque Soccer Club
Bull Ride Championships
Eastern Iowa Outlaws
DSO *All Beethoven*
DSO Youth Performance
Hogs Gone Wild Fan Fest
City Leadership Meeting
City Human Rights Department

MARCH

NCAA Division III Wrestling
Eastern Iowa Outlaws
MCFC *Taste of the World*
Unity Church Service
Hempstead Variety Show
QueenB Radio Golf Expo
DSO *A Chain of Jewels*

Fourth Quarter Events

APRIL

Julien Dubuque Film Festival
George Cardin Shrine Circus
City Campground Registration
DSO "All Russian Composers"
City Human Rights Meeting
Wahlert Musical "Fiddler /Roof"
DBQ Community Foundation
Dancing With the Stars

MAY

MMA Pinnacle Combat
Don Tjernagel "Comedy
Monster"
DSO Youth Ensemble
NICC Graduation
Rising Star Theatre (auditions)
City Leadership Meeting
DBQ High School Graduations
Studio 5-6-7-8 Dance Recital
Fly-By-Night (Matt & Ben)

JUNE

Fly-By-Night (Matt & Ben cont.)
Prudential
Rising Star Theatre (rehearsals)
Rumble by the River
Wedding
City Water Department
City Human Rights Department

- Fourth Quarter Event Financials were reported by Don Howes

FIVE FLAGS EVENT CALENDAR – FY14

First Quarter Events

July 2012

Rising Star - “The Music Man”
 City Civil Service Testing
 All that Jazz - “rain site”

August 2012

Rising Star - “Annie”
 All that Jazz - “rain site”
 Irish Hooley – “rain site”
 Civil Service Testing

September 2012

Corpus Christi I AM Love
 Campaign
 City of Dubuque Expo
 City Spirit Luncheon
 DSO Arts Trek
 Men are from Mars Women are
 from Venus Live!
 All that Jazz - “rain site”

Staff Development

Staff updates during the third quarter included the following activities:

- John Richardson, who currently serves as the Commander of the American Legion Post #6, reported that the Post’s monthly newsletter, *Postscript*, was named “best multi-page newsletter in the state” at the recent American Legion State Convention and 2nd at the National Convention. John is editor of the newsletter.
- Ali Levasseur, a member of Dubuquefest committee, was also an exhibiting artist in the Dubuquefest Fine Art Fair in May.
- Alyson Tasker recently graduated from International Association of Venue Managers “Venue Management School”. Alyson completed the two-week program (spread over a two year period) – which is held at Oglebay Training Center in Wheeling, West Virginia.
- Don Howes was named to the Advisory Board for the Convention and Visitor’s Bureau.
- Highlights of community and civic activity during the past quarter of General Manager Joyce White are listed below:
 - Received the “Member’s Choice Award – Friends Category” at the Annual Awards Banquet of the Dubuque Chamber of Commerce – held in May at the Grand River Center.
 - Presented the “Member’s Choice Award – Best New Business” at the Annual Awards Banquet of the Dubuque Chamber of Commerce.
 - Named Chair of the Board for the new governing board for the Convention and Visitor’s Bureau.
 - Attended regular monthly Board and Executive Board meetings for Dubuque Main Street and the Dubuque Chamber as well as weekly luncheon meetings for the Dubuque Rotary Club.
 - Attended numerous ribbon cuttings for the Dubuque Chamber of Commerce – sometimes serving as emcee or assisting with the plaque presentation.

Other

Other venue activity occurring during the third quarter includes the following:

- Five Flags has assisted local festivals again this year by negotiating “user friendly” arrangements to make the venue available on “short notice” – should the festival need a rain site. Rain site arrangements established this year include:
 - Dubuque Main Street “All That Jazz” (four dates)
 - Dubuque Arts Council
 - Irish Hooley

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 October 28, 2013 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.