

Five Flags Civic Center Advisory Commission Meeting Monday October 28, 2013

Present: Rod Bakke, McKenzie Hill, Tyler Daugherty Joyce White, and Ali Levasseur

Guests: No guests to this meeting

Absent: Bryce Parks and Adrienne Scott

Commissioner Hill called meeting to order.

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

Old Business:

- Commissioner Daugherty took his Oath of Office and signed his commitment through June 29, 2016
 - Commissioner Hill signed as witness
 - Ali Levasseur will return original to City Clerk's office and keep a copy for FFC records
- Commissioner Bakke required about the likelihood of the return of the Shrine Circus
 - General Manager explained the "El Kahir" Shrine group that brought the George Carden Circus the last three years had decided not to use the Circus for their fundraising event. GM is currently in discussion with another Shrine group to bring the George Carden Circus to Five Flags; tentative dates are on hold in April 2014.
- Commissioner Bakke asked if the Loras Wrestling event was returning
 - General Manager said yes, Loras Wrestling Open would be held November 8, 2013. Five Flags and Loras prepared a joint bid to host the NCAA Regional Division III in March 2014.
- General Manager stated that while the September 2013 WWE hold was pulled, a new date has been placed on hold in June 2014.

New Business:

- General Manager discussed the City Council approval of a five year extension of the current management agreement with SMG to June 30, 2019 with an option on the part of SMG for an additional five year term to June 30, 2024.
 - The agreement was amended by adding that SMG will hold static the monthly management fee for FY15 and will make a capital contribution to the City of Dubuque in the amount of \$100,000 to be used by the City in its sole discretion amortized over the five year term of the extension. The parties reserved the right to negotiate a further capital contribution by SMG upon exercising of the additional five year option by the City.
 - SMG suggested designating \$70,000 for a Marketing Fund that could be used to create new programming events, or as a cushion to bring in more co-promoted events without effecting the operating budget; and \$30,000 for a CIP fund for an engineering study of the building and feasibility to create increased capacity. Contract administrator Mare Ware recommended that the City of Dubuque match with an additional \$30,000 for the CIP engineering study.
- Commission Daugherty asked if the commissioners could give additional support for the engineering study with City Council. Discussion was held on contacting other community boards to support the study as well.
 - In conjunction with the renewal of contract and associated funding for CIP Engineering Study, Commission Daugherty motioned to invite representatives from the following community organizations to the January 27, 2014 meeting to discuss the importance of study and support at city council level.

- Dubuque Main Street, Dubuque Area Convention and Visitors Bureau, Dubuque Chamber of Commerce Greater, and Dubuque Greater Development Corporation
 - Commissioner Hill seconded
 - All approved
 - Five Flags Center will create the invitation letter and provide contact information to Commissioner Hill for distribution. First item on Agenda for January 27, 2014 meeting will be discussion with invited visitors.
- Commission Daugherty asked if Iowa Winter Games had previously utilized Five Flags Center as a venue. General Manager shared that in past years, Five Flags had been utilized for the opening ceremonies, ice events, and soccer. Commissioner Daugherty stated that Winter Games were considering adding archery in 2016 and Five Flags would be a great venue. General Manager agreed and asked him to give that information to the Winter Games planning committee.

General Manager, Joyce White, delivered the following reports:

Financial, Accounting Reports:

Income Statement

Year-To Date:

- Actual YTD adjusted gross income is less than the YTD budgeted income by \$13,871
- Actual YTD total indirect expenses is less than the YTD budgeted expenses by \$6,038
- Actual YTD net loss is less than the YTD budgeted net loss by \$7,883

Benchmark:

- Forecasted to be over the Benchmark at year's end by \$14,484

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%.

- General Manager reported that a number of events that were budgeted for have fallen off the calendar for different reasons. General Manager is working to solidify events on hold and find new events to bring in and increase income to meet the Benchmark.
- Commissioner Bakke asked upcoming Holiday events, General Manager explained the additions of the St. Marks Youth Enrichment Jingle Bell Hop and the Rotary Holiday party. Returning this year are DSO Holiday Pops and Jim McDonough Holiday Grande.

Operations Department:

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

- Monthly safety meetings were held on the second Wednesday of each month during the first quarter. Monthly Safety Topics have included *“Loading Dock Safety”*; *“Means of Egress”*; and *“Blood Borne Pathogens”*.
- Safety Committee members conducted a “monthly walk-through” of specific areas within our venue. The specific purpose was to inspect for unsafe practices or OSHA violations which might create an unsafe workspace for our employees. Upon completion of the walk-through, the Safety Chair has compiled and presented the notes to the specific department head for review and correction of any potential safety violations.

- In conjunction with changes in OSHA regulations, three Operations personnel have completed a mandatory 30 hour training program. Training and testing were provided by *360Training.com* and were completed online.
- Significant progress has been achieved relative to training part-time employees in compliance with the new OSHA mandate. Department heads were directed and have completed all required training programs for their part-time personnel. However, as part-time employees are fluid, ongoing training is an operational reality.
- In conjunction with a CIP purchase, bids for audio visual upgrades in the meeting rooms and lower promenade were collected and submitted to the City for approval. Alt's TV was awarded the bid. Equipment will include flat screen message centers to be placed in strategic locations throughout the lower promenade and over the Box Office. Additional purchases included an additional 9 X 12 projection screen, two 72" flat-screen TV's, and two mobile sound systems for the meeting rooms.
- First quarter general maintenance included annual inspections for the back-up generator, hoists and fall protection equipment, boiler, fire suppression systems, and health inspections for our concession stands. The annual renewal of the liquor license was also completed in early July.
- Commissioner Bakke asked about the Outdoor Message Center upgrade
 - General Manager described the effort Five Flags staff expended collecting data for an electrical and lighting audit and upgrade for City Manager. Quantitative data gathered included the cost of retrofitting existing fixtures, purchasing LED bulbs, current energy costs, and the payback timeline to recoup the cost of retrofitting through energy savings.

Marketing, Promotions, and Events Interests:

Primary marketing activities during the first quarter for FY14 included the following:

- Past Quarter "Initiatives":
 - Five Flags negotiated "rain site" agreements with ***Dubuque Main Street, Irish Hooley, and Great Draw***. Fortunately, all the organizations were able to hold their events outdoors this festival season.
 - Contracted with **Michael Lange**, representing the **Irish Hooley**, for a March 17 theater date for ***"Cherish the Ladies."***
 - Negotiations are in progress with **The Band Perry** for a February 13 arena date.
 - Negotiations are being finalized to bring ***"A Mighty Fortress Is Our Basement"*** to the Five Flags Theater next spring.
 - Contracted with **Senior High School** to provide theater space in November for rehearsals and one presentation of ***"Time Stands Still"***, the school's entry into regional drama competition.
 - Discussions are underway with **JDIFF** to be the host site of their donkey ballgame fundraiser during January.
- Past Quarter Event "highlights":
 - **Rising Star Theatre Company** summer performances included ***"Music Man"*** and ***"Annie"***. Both performances were double cast and each cast performed in two shows. Children were utilizing both the Bijou Room and the Five Flags Theater from June 1 to August 11. Rising Star also utilized the Majestic Room for auditions for their off-site production of ***"Snoopy."***
 - ***"Mars Venus Live!"*** a one-man Broadway show, based on the book **Men are from Mars and Women are from Venus**, by John Gray, appeared for one night in the Five Flags Theater on September 21.

- As a part of the **I AM Love Campaign** in Dubuque, Five Flags Theater was utilized for the play **“Corpus Christi”** and the **Dubuque Diversity Dialogue**. **Corpus Christi** is a modern passion play which imagines Jesus as a gay man living in modern-day Texas. The event was held on September 6 and 8.
- The **City of Dubuque** filled Five Flags arena with City Departmental Exhibits at **City Expo** held on September 10. City personnel provided departmental specific information to members of the general public attending the Expo.
- The **City of Dubuque** held **Employee Spirit Luncheon** on September 11. Over 400 City personnel attended the luncheon.
- Student groups at the **University of Dubuque** are frequent users of Five Flags Bijou Room. **Phi Beta Sigma** fraternity and **Sister to Sister** social groups held fall socials in the Bijou Room on September 13 and 27, respectively.
- **“Arts Trek”**, a presentation of **Dubuque Symphony Orchestra**, presented three performances to area fifth graders on September 20

FIVE FLAGS EVENT CALENDAR – FY14

First Quarter Events

July 2013

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

August 2013

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

September 2013

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”

- First Quarter Event Financials were reported, Commissioner Bakke asked how these numbers compared to the First Quarter Event Financials of FY13
- Commissioner Bakke left the meeting after the Marketing, Promotions, and Events report.

Staff Development

Staff updates and activity occurring during the first quarter includes the following:

- Staff Activity
 - Joyce White, **Board Chair** for **Dubuque Convention and Visitor’s Bureau** nine-member board, has met the board on a monthly basis and regularly has met and consulted with Keith Rahe, President and CEO of the CVB. Additional board memberships included monthly meetings with **Dubuque Main Street** and **Dubuque Chamber of Commerce**.
 - Don Howes, **Advisory Board** for **Dubuque Convention and Visitor’s Center** twenty-member board, has attended the bi-monthly board meetings.
 - Bob Richardson represented Five Flags at **SMG’s National Operations meeting** held in New Orleans in July.
 - Alyson Tasker served the **Dubuque Jaycees** as **Fireworks Chair** of the annual **July 3 Fireworks Spectacular on the River**.
 - Joyce White assisted in the opening activities of **Pinnacle Bank Arena**, a new, SMG managed facility in Lincoln, Nebraska in late August. General Managers of other regionally managed SMG facilities also participated in the activity.
 - John Richardson, past-Commander of **American Legion Post 6** and current editor of **Postscript**, the local post’s newsletter, attended the national convention to accept a second place, national award for the local publication. For the second consecutive year, Postscript has received first place in the State of Iowa.

- Ali Levasseur volunteered numerous hours throughout the first quarter to insure the success of local art exhibits – including ***Voices from the Warehouse and Art at the Library***.
- Dan Holtkamp volunteered time at ***Voices from the Warehouse*** this past quarter.
- Succession Planning
In mid-September, all staff members participated in a “strengths assessment survey” provided by **Teri Fairchild, Fairchild Business Coaching**. Strength assessments were the first step to creating a succession plan for Five Flags which – not unlike other business – will be facing a “brain drain” as several staff members near retirement age. The survey, a product of Gallup **StrengthFinder**, was an online process – the results of which were sent to Fairchild Business Coaching for assessment and collective graphing. A two-hour team meeting was held to discuss individual and collective strengths in – in relationship to future staffing needs.
- SMG Corporate Conference Calls
 - Ali Levasseur participated in monthly regional conference calls to discuss marketing initiatives.
 - Alyson Tasker and John Richardson participated in monthly regional conference calls to discuss operational initiatives.
 - Joyce White participated in twice-monthly national and regional conference calls to discuss theater and arena routings.

Other

Other venue activity occurring in the first quarter included:

- Box Office Hours
The Five Flags Box Office reinstated “winter hours” in early September and will be open from 10AM to 5PM Monday – Friday. (Summer hours were limited to M-W-F noon to 5PM)

Adjournment of Monthly Commission Meeting: Commissioner Daugherty motioned to adjourn the meeting. Commissioner Hill seconded, all approved.

Next meeting: in the General Manager’s Office on Monday January 27, 2014 at 3:30PM. Five Flags staff will place an email “Thursday before” to remind commissioners of the meeting.