



# Five Flags Civic Center Advisory Commission Meeting Monday April 28, 2014



Approved by Commission 7/28/14

Bryce Parks, Tyler Daugherty, Rod Bakke

**PRESENT:**

**STAFF PRESENT:** Marie Ware, Joyce White, Don Howes, Ali Levasseur

**OTHERS PRESENT:**

**MINUTES  
APPROVED;  
VOTE:**

It was moved by Parks, seconded by Daugherty, to approve the minutes of the January 27, 2014 meeting. The motion passed unanimously.

**OLD BUSINESS:**

General Manager White reviewed the "familiarization" for commission members discussed at last meeting. As citizen representatives, commission members can approach city council members before the goal setting meetings in August to make council members aware of the community concerns with the future of Five Flags Center. White discussed creating a presentation for the council of the history and bullet points for commissioners to reference and deliver same information.

**NEW BUSINESS:**

Commissioner Parks brought forth the concept of creating a "Friends of Five Flags" non-profit foundation that would seek grants and other funds for equipment for the Five Flags Center. Discussion was held regarding how to create a foundation. Commissioner Bakke recommends talk with Barb O'Hea who is currently with the NICC Foundation.

General Manager White delivered new business under departmental reports

**FINANCIAL  
REREPORT**

Director of Finance, Don Howes delivered following report:

**Quarter:**

We are under March's monthly budgeted net loss by \$5,411.

- Utilities were higher due to the long sub-zero weather.
- General and Administrative was higher due primarily by increased advertising costs.
- Increased revenue due to The Band Perry concert that was not budgeted or forecast.
- Revenue for each event in February was higher than forecasted.

**Year-To Date:**

- Actual YTD Adjusted Gross Income is less than the YTD budgeted income by \$4,399.
- Actual YTD Total Indirect Expenses is less than the YTD budgeted expenses by \$10,668.
- Actual YTD net loss is less than the YTD budgeted net loss by \$6,269.

**Forecast:**

- March's forecast shows to be under the budget at years end by \$18,722.

**Benchmark:**

- We are forecasted to be under the Benchmark at year's end by \$16,392.

## OPERATIONS REPORT:

General Manager Joyce White delivered the following report:  
*Upgrades and improvements during the third quarter of FY14 included the following efforts:*

- Monthly safety meetings were typically held on the second Wednesday of each month during the second quarter. Monthly Safety Topics have included **“Forklift Safety”**; **“Ergonomics”**; and **“Housekeeping”**.
- **Safety Committee** members continue to schedule and conduct review of specific areas within our venue for the specific purpose of inspecting for unsafe practices or **OSHA** violations creating an unsafe workspace for our employees. Upon completion of the walk-through, the Safety Chair compiled and presented the notes to the specific department head for review and correction of any potential safety violations.
- Full and part-time staff are assigned safety topics (available on video) which they view and complete on an individual basis. Skill tests are taken following the completion of each topic. Management maintains an active Safety Training Log on an on-going basis.
- Routine maintenance has included cleaning and readying boilers for state inspection; cleaning and setting events; and maintaining “Bigfoot”, the venue’s maintenance software.
- Operations personnel facilitated a site visit for representatives from **Energy Performance Lighting** to conduct an audit of the venue’s electrical fixtures, including the theater). Energy Performance representatives compiled data, computed findings, and presented a proposal for complete electrical lighting replacement and payback to members of the Operations Department and Leisure Services.

## MARKETING PROMTIONS & EVENTS REPORT

Marketing Coordinator Ali Levasseur delivered following report

*Primary marketing activities during the third quarter for FY14 included the following:*

### **Past Quarter “Initiatives”:**

- Five Flags will be presenting the **Jim McDonough Spring Concert Tour** in May, 2014.
- Troupe America, Inc. contract was modified from two showings to one on April 17 **“A Mighty Fortress Is Our Basement”** – a component of **The Church Basement Ladies** series.
- Contract for four **George Cardin Circus** shows on May 7 - 8, 2014. Our calendar wasn’t originally to host a circus in FY14 – so we were pleased to add four shows to our current booking calendar.
- Contracted for two Christmas shows in the coming season – **The Oak Ridge Boys** will be returning on November 29 and **Mannheim Steamroller** will be returning on December 18.

### **Past Quarter Event “highlights”:**

National Touring Shows this past quarter included:

- **“The Band Perry”** played Dubuque on February 13, 2014 to a very large and appreciative audience. The show was the largest (production wise)

since **Kiss** played here in the early eighties – according to a local Dubuque promoter.

- **Act 5 Entertainment** played one theater performance of **50 Shades: The Musical** in February. The audience loved the show.
- **Disney Live** returned to the delight of youngsters and played two shows on Sunday, March 2.
- **Loras College** hosted **NCAA D-3 Regional Wrestling Tournament** the first weekend in March. Five Flags has hosted this regional event the past two years.

Local and Regional Shows this past quarter included:

- **Local promoter of the Irish Hooley, Michael Lange**, booked the theater and presented **Cherish the Ladies**, to largely an appreciative audience of mainly Irish descendants on March 17.
- **Retro Rewind**, a new event for the venue, was held in January and included a classic car show, a display of “retro” paraphernalia, and entertainment in the arena while “old car movies” were shown in the theater. The event was very successful for the first effort and the promoter has already booked the venue for January, 2015.
- **Kinseth Hotel Corporation Expo** held a two-day convention and expo in the arena in February – a first time event for both the corporation and Five Flags. The theater was utilized for business meetings, entertainment and social components. The corporation was very pleased with event.
- **MMA, Big Time Bull Ride, Melanie Devaney in Concert, Multicultural Family Center’s “Taste of the World”, DSO, Elisha Darlin Awards, Fly-by-Night Theater Company, Dubuque Soccer Club, UD’s Phi Beta Sigma** social fraternity, **Colts Drum and Bugle Corp** auditions, **Trogga** classes, and multiple **City meetings** completed the primary event calendar for the quarter.

Commissioners also reviewed the quarterly event totals and event listing.

## STAFF DEVELOPMENT REPORT

General Manager Joyce White delivered the following report:

*Staff updates and activity occurring during the third quarter includes the following:*

### **Staff Activity**

- Joyce White, has continued with monthly commitments and served as **Chair** for **Dubuque Convention and Visitor’s Bureau** nine-member board. She 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 Executive Board**, and as **2<sup>nd</sup> Chair for the Dubuque Chamber of Commerce**, Joyce attends monthly **Executive Board** and full **Board** meetings. Typically, Joyce attends three or so monthly **Chamber Ambassador** ribbon cuttings.
- As a member of the **Advisory Board** for **Dubuque Convention and Visitor’s Center**, a twenty-member board, Don Howes has attended the bi-monthly board meetings.
- As **2014 President for Dubuque Jaycees**, Alyson Tasker holds bi-monthly board meetings and general membership meetings. Alyson also attended the “**Local President’s Summit**”, held in St. Louis, in early January.
- As **2014 President of DCFAS**, Ali Levasseur, chose Five Flags as the site for the Elisha Darlin Art Awards and served as emcee for the event. Ali also attended meetings of the **Carnegie Stout Public Library Art**

**Subcommittee, Voices, and DCFAS.**

Commissioner Bakke complimented Ali Levasseur on the Elisha Darlin Art Award presentation.

**Staff Training**

- Required safety training to obtain “recertification” for hourly and full-time personnel included:
  - TIPS (safe alcohol practices) training
  - AED/CPR
- Ongoing training to each department is being assigned on a monthly by utilizing the Bigfoot software package.

**SMG Corporate Conference Calls**

- Ali Levasseur participated in monthly regional conference calls to discuss marketing initiatives.
- Alyson Tasker, John Richardson, and Bob 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 BUSINESS:**

**ADJURN;  
VOTE:**

It was moved by Parks, seconded by Bakke, that the meeting be adjourned. The motion passed unanimously.

**NEXT MEETING:**

*Next meeting held in the General Manager’s Office on Monday July 28, 2014 at 3:30PM. Five Flags staff will place an email “Thursday before” to remind commissioners of the meeting.*