



# Five Flags Civic Center Advisory Commission Meeting Monday October 27, 2014



Approved by Commission January 22, 2015

McKenzie Hill, Bryce Parks, Tyler Daugherty, Rod Bakke

**PRESENT:**

**STAFF PRESENT:** Marie Ware, Don Howes, Shaun Rice, Ali Levasseur

**OTHERS PRESENT:**

**MINUTES APPROVED; VOTE:** Commissioner Parks motioned and Commissioner Daugherty seconded, to approve the minutes of the Aug 20, 2014 meeting. The motion passed unanimously.

**OLD BUSINESS:** Director of Finance, Don Howes delivered the following old business:

- Five Flags Center feasibility study has been placed on the City Council priority list. Commissioners can meet with City Manager Mike VanMilligen at Public input meeting held Monday November 24, 2014 at 5:15PM in City Council Chambers of the Federal Building.
- Commissioners discussed that they would plan to be there and bring the same flyer created by Commissioner Daugherty.

**NEW BUSINESS:** Director of Finance, Don Howes informed commission of General Manager, Joyce White's recovery. General Manager White has been out from surgery, plans to return to work on November 17, 2014.

Commissioner Daugherty asked if the Commission was still interested in developing a Foundation for Five Flags. Commission discussed and determined this was a good time to look into the process. Commissioner Hill will contact Eric Dregne to have someone from Community Foundation attend the January 26, 2015 meeting with information.

**FINANCIAL REREPORT** Director of Finance, Don Howes delivered following report:

- Quarter:**
- We were over July's monthly budgeted net loss by \$4,389
  - We were under August's monthly budgeted net loss by \$13,729
  - We were under September's monthly budgeted net loss by \$5,434
- Year-To Date:**
- Actual YTD Adjusted Gross Income is more than the YTD budgeted income by \$7,880.
  - Actual YTD Total Indirect Expenses is less than the YTD budgeted expenses by \$6,893.
  - Actual YTD net loss is less than the YTD budgeted net loss by \$14,773.
- Benchmark:**
- We are forecast to be less than the benchmark at years end by \$18,474.

**OPERATIONS REPORT:** Don Howes delivered following report:  
*Upgrades and improvements during the first quarter of FY15 included the following efforts:*

## Safety Committee

- Safety meetings with Safety Topics have including **“How to Conduct a Safety Committee Meeting,” “Changing Behaviors to Impact Safety”, and “What to do in Case of Fire”.**
- The Emergency Evacuation Plan”, which was last reviewed in 2012, was discussed and final touches are currently underway.
- First quarter committee inspections included the theater, balcony, main floor, basement, backstage, and scene shop. 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.

## Routine Maintenance

- Included cleaning and setting events
- Replaced two exterior windows that had been damaged by BB gun shot. One window was located on Locust Street and the other on Main Street.
- Maintaining “Bigfoot” (the venue’s maintenance software) – which has recently transition to “Altum”, an upgraded maintenance software platform
- Finalized the following annual inspections:
  - Renewal of the SMG/Five Flags Dram Shop with the State of Iowa
  - Renewal of the SMG certificate of Liability Insurance
  - Renewal of the SMG/Five Flags food service license with the City of Dubuque
  - Renewal of Performance / Surety Bond
  - Occupancy Inspection by the Dubuque Fire Department
  - Hoist and fall protection inspection

## Technical Operations

- Bid information for FY15 CIP equipment (listed below) has been submitted to City of Dubuque Leisure Services and awaiting approval:
  - Soft goods for Arena
  - Stage lighting from second balcony of Theater
- Purchased four wireless, mobile credit card units which will have a one-year payback (versus leasing the units)

## MARKETING PROMTIONS & EVENTS REPORT

Marketing Coordinator Ali Levasseur delivered following report

### ***Primary marketing activities during the first quarter for FY15 included the following:***

Past Quarter “Initiatives”:

- Five Flags finalized contracts with ***The Price is Right Live*** to produce one show at Five Flags Arena on November 19.
- A ***Tribute to Neil Diamond*** was recently added to the theater event calendar on October 4.
- ***Mars Venus Live*** will make a return play date in the theater on October 25.
- ***Harlem Globetrotters*** finalized the contract for their bi-annual Dubuque Five Flags date on January 4, 2015.
- Five Flags launched our first ever **“Christmas in July”** promotion - offering pre-sale opportunities for four upcoming Christmas shows including ***Oak Ridge Boys Christmas, DSO Holiday Celebration, Jim McDonough Holiday Grande, and Mannheim Steamroller Christmas.*** Management was pleased with number of tickets sold and gross ticket sales.

Past Quarter Event “highlights”:

**Local and Regional Shows this past quarter included:**

- ***Rising Star Theatre Company*** staged two musical productions this past quarter: ***“Tarzan” and “Peter Pan”*** – both productions incorporated a professional fly system. Peter Pan was double cast. Production Company principals and board members also celebrated their fifth year in summer production at the Five Flags Theater and held a ribbon cutting in the theater prior to the opening of their season.
- ***Irish Hooley*** executed their “rain site” contract with Five Flags, due to inclement weather, and held their annual “Hooley” in the arena. The “indoor” event was well attended and the relationship with the Irish Hooley promoters and Five Flags management is excellent.
- ***End of Summer Jam***, a hip hop event, was held in the Bijou Room. The event was successful for both Five Flags and the promoter.
- ***Phi Beta Sigma, a Social Fraternity at University of Dubuque***, held their “back to school” social in the Bijou Room. The fraternity has been utilizing the Bijou Room for off campus activities approximately twice during the school year for the past several years.
- ***DSO’s Art’s Trek***, performed one of their two annual educational concerts for district fifth and third graders, on September 11.

Commissioners also reviewed the quarterly event totals and event listing.

**STAFF  
DEVELOPMENT  
REPORT**

Don Howes delivered following report:

***Staff updates and activity occurring during the first quarter of FY15 included the following:***

***Staff Activity***

- Joyce White, has continued with commitments and served on the nine-member Board of **Dubuque Convention and Visitor’s Bureau**. This quarter, she has attended one monthly board meeting, signed expenses checks when required, and consulted with Keith Rahe, President and CEO of the CVB. Additional board memberships included **Dubuque Main Street and Dubuque Main Street Executive Board**. As **First Vice-Chair for the Dubuque Chamber of Commerce**, Joyce attends **Executive Board** and full **Board** meetings. When available, Joyce attends **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 worked beer sales at **Dubuque Main Street All that Jazz** events and as the **Jaycees 2014 Fireworks Chair**, helped plan the July 3<sup>rd</sup> **Fireworks on the River** with partner Radio Dubuque. Alyson attended the **2014 Iowa Jaycees Fall All-State Convention in Cedar Rapids** where two local Dubuque entrepreneurs, Tom Rauen and Josh Jasper received the Outstanding Young Iowan award from the **Iowa Jaycees**.
- As **2014 President of DCFAS**, Ali Levasseur, lead monthly board meetings and worked with Treasurer to update financial information. Ali focused on her work as Assistant Exhibit Coordinator and Bar Manager for **Voices Productions** with over 100 volunteer hours during the **Voices** Exhibit.

### **SMG Corporate Conference Calls**

- Ali Levasseur participated in monthly regional conference calls to discuss marketing initiatives.
- Alyson Tasker 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.

### **New Staff Position**

- Five Flags management conducted interviews and filled the newly created position of **Director of Events and Operations**. **Shaun Rice**, currently employed as **Event Services at SMG/Kansas Expocentre, Topeka, Kansas**, came on board October 13, 2014.
- Five Flags management conducted interview and filled the position of Marketing Coordinator. Ellyse Salter began at Five Flags late October.

### **OTHER BUSINESS:**

Commissioner Daugherty asked what could be done as Commissioner Scott had missed another meeting.

- Ali Levasseur stated that Commission City Code 2-4-8 states that if a commission member has missed at least two-thirds (66%) of regularly scheduled meetings with any twelve month period, commission can recommend to the city council that the said Commissioner be replaced.
- Reviewing minutes, Adrienne Scott has missed 75% of regularly scheduled meetings.
  - Jan 27, 2014 – present; signed oath of office
  - April 28, 2014 – absent
  - July 28, 2014 – absent
  - Oct 27, 2014 – absent

It was then moved by Commissioner Parks and seconded by Bakke Commission communicate with City council to recommend Adrienne Scott be replaced on the Five Flags Civic Center Commission. The motion was passed unanimously.

- Ali will send the correct language to Commission Chair Hill to deliver to City Clerk Kevin Firnstahl.

### **ADJOURN; VOTE:**

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

### **NEXT MEETING:**

*Next quarterly meeting held in the General Manager's Office on Monday January 26, 2015 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.*