



Five Flags Civic Center Advisory Commission Meeting Monday April 27, 2015



Approved by Commission July 27, 2015
McKenzie Hill, Bryce Parks, Rod Bakke
Joyce White, Don Howes, Shaun Rice

PRESENT:
STAFF PRESENT:

OTHERS PRESENT: Kari McCann, Chelsea Meyers from Community Foundation of Greater Dubuque

MINUTES
APPROVED; Commissioner Parks motioned and Commissioner Bakke seconded, to approve the
VOTE: minutes of the January 22, 2015 meeting. The motion passed unanimously.

No old business discussed at this time.

OLD BUSINESS:
NEW BUSINESS:

No new business brought up at this time.

FINANCIAL
REREPORT

Director of Finance, Don Howes, delivered following report:

Quarter:

- We were over January’s monthly budgeted net loss by \$9,394
 - Utilities came in over budget for December.
 - General & Admin came in over budget due to:
 - Registration and airfare for Pollstar Convention
 - Pinnacle Affirmative Action facility preparation charge
 - Mailing of W2s to employees and recapture by ADP of past fees
- We were over February’s monthly budgeted nest lost by \$735.
- We were over March’s monthly budgeted net loss by \$10,578.
 - Revenue was down with two shows (HS Variety Show and a St Patrick’s concert) that did not materialize.
 - Repairs & Maintenance was up due to forklift radiator repairs
 - Labor increase was due to new full time marketing position and Director or Events and Operations.
 - Utilities were above budgeted amount.

Year-To Date:

- Actual YTD Adjusted Gross Income is more than the YTD budgeted income by \$950.
- Actual YTD Total Indirect Expenses is less than the YTD budgeted expenses by \$21,866.
- Actual YTD net loss is less than the YTD budgeted net loss by \$10,335

Benchmark:

- We are forecast to be less than the benchmark at years end by \$10,271.

FY16 Budget:

- City Council approved the FY16 Budget at April 20, 2015 meeting.
- Benchmark is estimated to increase 1%

OPERATIONS
REPORT:

Director of Events and Operations, Shaun Rice, delivered following report:

Upgrades and improvements during the third quarter of FY15 included the following efforts:

Safety Committee

- Safety meetings have included the following topics “Preventing an Accident”, “Housekeeping”, and” Blood Borne Pathogens”.
- Audited our preventative maintenance program, Altum, to ensure all our written safety programs were completed and uploaded into the system. Also uploaded on the system included all documentation regarding training and trained personnel.

- Third quarter committee inspections have included the promenades, concession stands, theater dressing rooms, and basement storage rooms. Notes were compiled and entered into the preventative maintenance program, Altum. Work orders were sent to appropriate staff to correct any potential safety issues.
- Five CO2 fire extinguishers were purchased to replace out of spec extinguishers for electrical fires.

Routine Maintenance

- Included the set up and tear down of events and equipment
- Maintaining the Altum preventative maintenance program
- Scheduled inspections included:
 - Dry fire suppression systems pressure test, Sprinkler, Black-flow, Theater and arena boilers, Hot water heaters, Elevator upgrades
- Repairs and upgrades to Five Flags equipment and facility included:
 - Blue air-wall in arena, Scene shop and main storeroom sewer drain, Arena roof repair (leaking), Training computer, Theater proscenium arch, Gate A concession stand door, Brought many aspects of last quarters ADA inspection in line with requirements, Received estimate for north dressing room air condition and heater repair

Technical Operations

- FY15 CIP projects for arena soft goods and theater stage lighting have been completed. Theater lights arrived and were assembled by our Technical Manager and the soft goods are in use.

CIP Information

- CIP for employee area upgrades was approved by city council
- CIP for replacement of theater lobby air conditioner was also approved. Bids have been gathered and are in the process of moving forward.
- The “pass-through” project from Section 7 to Gate G, which was recently completed, led to the fire marshal increasing the area’s capacity from 50 to 81 persons seated and 174 standing.

Director of Events and Operations, Shaun Rice, delivered following report:

Primary marketing activities during the third quarter for FY15 included the following:

Past Quarter “Initiatives”:

- Five Flags worked in conjunction with John Ohnesorge to contract ***DBQCON***, a comic, table top gaming and anime convention here in Five Flags Arena and Theater. This convention is filling a missed niche in the Dubuque area and will be held September 2015.
- Scott Thomas and ***The Buzz Entertainment*** approached Five Flags for a rental agreement to bring rock tribute band ***Hairball*** to Five Flags Arena. Contract was finalized, tickets are on sale now, and performance will be July 11, 2015. Five Flags began contracting ***Rising Star Theatre Company’s*** auditions and summer performances.
- Five Flags Staff has been brainstorming ideas to increase revenue and the following ideas are in process of implementation:
 - Marketing partnership with Dubuque Food Truck ***Beauty and the Beef*** to promote Five Flags events by handing out business card flyers to each customer served. Focus on Circus in May and Hairball in July.
 - Five Flags has approached ***Jubeck New World Brewery*** on serving their product. A trial run of JNWB product will be sold at the Julien Dubuque International Film Festival (JDIFF) this April. Both the craft beer industry and “buy local” mentality are trending, and Five Flags wants to capture

MARKETING PROMTIONS & EVENTS REPORT

- revenue by partnering with our local brewery.
- Five Flags will debut a signature drink at JDIFF. We have partnered with **Paradise Distillery** on a simple recipe to be used when we feature a full bar.

Past Quarter Event “highlights”:

National touring shows this past quarter included:

- **Harlem Globetrotters** returned to Dubuque January 4, 2015. They typically return to the Dubuque market every other year.
- **Disney Live Pirate and Princess Adventures** included two performances on February 20, 2015. Disney Live should return in 2016.

Local and Regional Shows this past quarter included:

- Five Flags Theater was utilized for the **Goedken-Bell wedding**
- **Dubuque Colts Organizations** held their second weekend audition this January.
- **Retro Rewind** returned to Five Flags Arena and Theater for their second year. Promoters have contracted to return in January 2016.
- **Loras College** hosted the **NCAA Wrestling Div. III regional tournament** the last weekend of February. **360 Sports Mississippi River Gymnastics Vacation Classic** was held the first weekend in March. Both events are planning to return in 2016.
- Five Flags Arena was filled for **Big-Time Bull Riding** February 6-7 and **Pinnacle Combat MMA** January 24, 2015.

Director of Events and Operations highlighted information from the event totals report.

Commissioners also reviewed the quarterly event listing.

General Manager, Joyce White, delivered following report:

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

Staff Activity

- Joyce White, has continued with commitments to the **Dubuque Convention and Visitor’s Bureau** and served as past-chair of the nine-member Board. This quarter, she has attended three monthly board meetings. Additional board memberships included **Dubuque Main Street Board and Executive Board**. She has attended three each regular and executive board meetings this quarter. As **First Vice-Chair for the Dubuque Chamber of Commerce**, Joyce has attended three each executive 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.
- Alyson Tasker is immediate past president for **Dubuque Jaycees** and serves in an advisory capacity. She has continued her role as Chair of the **2015 Fireworks Committee**.
- As **2014 President of DCFAS**, Ali Levasseur, led monthly board meetings, worked with the treasurer to update financial information, and became the **DubuqueFest Art Fair Director**. **Voices** meetings began in March. Ali will be less involved with pre-event work, but will be active during the event held this September. **Telegraph Herald Features Editor**, Jim Swenson, chose Ali to be interviewed for the **10 in 1** column of the TH. Ali chose to speak on community involvement. An article and one minute video were released by the TH on March 20, 2015.
- Dan Holtkamp, Technical Manager, assisted in the technical production of the Easter program for **Hope Church**. Dan also participated in the production of **The**

**STAFF
DEVELOPMENT
REPORT**

Band Perry concert for **Cascade High School**.

- 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 3rd **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. **Voices** Exhibit finished in October and will resume meetings again in February.

SMG Corporate Conference Calls

- Kelly Spreitzer participated in monthly regional conference calls to discuss marketing initiatives
- Alyson Tasker, Bob Richardson, and Shaun Rice participated in monthly regional conference calls to discuss operational initiatives.
- Joyce White and Shaun Rice participated in twice-monthly national and regional conference calls to discuss theater and arena routings.
- Don Howes and Alyson Tasker participated in SMG Corporate webinar covering the Affordable Care Act and tracking employee hours worked.

Staff Positions

- **Kelly Spreitzer** joined the Five Flags Center on February 25, 2015 as our "first" new, fulltime Marketing Coordinator. Kelly is a graduate of Augustana College in Rock Island. Her academic focus was in Marketing and Studio Art.

**OTHER BUSINESS:
ADJURN;
VOTE:**

Commissioner Bakke reminded all members to be recruiting a new member. It was moved by Commissioner Parks, seconded by Commissioner Bakke, that the meeting be adjourned. The motion passed unanimously.

NEXT MEETING:

Next quarterly meeting held in the General Manager's Office on Monday July 27, 2015 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.