

## Five Flags Commission Meeting Monday December 5, 2011

**Present:** Bryce Parks, Barb Kurt, Cindy Fuller, Marie Ware, Joyce White, Don Howes, and Ali Levasseur

**Absent:** Rod Bakke

Commissioner Parks called meeting to order.

**Approval of Minutes:** Commissioner Kurt motioned to approve minutes of November 7, 2011 meeting. Commissioner Parks seconded the motion, all approved.

### Old Business:

- Ali Levasseur reported on the Theater Lobby updates
  - Candy counter, at box level of theater, was filled with memorabilia we have in house. A "call for memorabilia" will be issued to the media and public requesting items for filling the case.
  - Trash receptacles have not been installed, the first pieces created required modification and new pieces are being made. Will be installed later in January.

### New Business:

- Commissioner Parks proposed the idea that Five Flags collaborate with the Community Foundation to create a Five Flags Foundation that could write grants to bring performances to the Center. The Commission could act as the Board of the Foundation to apply for grants and make decisions. Commissioners Fuller and Kurt supported the exploration of this idea. First point of contact would be Nancy Van Milligan to determine if and how Five Flags could create a Foundation. General Manager suggested more discussion of the idea at January meeting.

### General Manager, Joyce White, delivered the following reports:

#### Operations Department:

- Representatives of the American Legion in Independence, Iowa have removed the entire 32-roll inventory of trade show carpet from Five Flags for use in their new facility.
- Removal of the carpet will allow the Operations Department to rearrange the primary store room to accommodate the entire inventory of concert chairs and carts.
- In early December, Westphal Electrical will begin installing additional lighting upgrades around the "horseshoe" area of the theater.
- Also following DSO Holiday Pops, the process of refurbishing all theater brass will begin. Performance Fabrication has been awarded the job which is a \$10K CIP item.

#### Marketing, Promotions, and Events Interests:

- November was a "work" month – implementing Five Flags programming.
- In order to accommodate two clients "simultaneously", Prudential Corporate Teleconference and DSO, were double booked in the theater during the same timeframe in November. Prudential conducted their corporate teleconference during the day and the stage was reset each evening for DSO rehearsals.
- Sesame Street played three shows Tuesday and Wednesday, prior to Thanksgiving. Compared to 2010, gross sales are up 12% and attendance is up 17% - re-establishing the highest ticket sales numbers achieved since 2006 (pre 2008 crash). Relative to attendance, this year's drop count (although up 17% over last year) is still 19% less than the high in 2006.
- Oak Ridge Boys played on Monday, November 28 – their first gig at Five Flags in many years.
- Dubuque Colts Drum and Bugle Corp moved in Friday evening after Thanksgiving for weekend auditions. The Colts spent two all-night "sleepovers" on the arena floor. Manager reported all positive feedback from Parents and organizers.
- The second try at organizing and hosting a "video gaming" event for youth was more successful than a previous effort (a year ago). A F4 Video Gaming event was created by Ali and two local "gamers" was

held on November 12. Nineteen participants signed up and we broke even for our efforts. We will give it a third try likely in the spring and, applying what we've learned, plan to be more successful.

- November 11, 2011 wedding in the theater "made the bride happy" (aka "successful day). Through this event we learned there is NO HVAC control in the Theater Dressing Rooms.
- Bids were submitted to host Iowa Park and Recreation Association meetings in the Fall of 2012, 2013, and 2014 and Spring meetings in 2013 and 2014. The spring meeting was last in Dubuque in 2006 and the fall meeting hasn't been in Dubuque in at least thirteen years or greater.
- A bid has been submitted to host the Central Iowa Tourism Regional and the Iowa Group Travel Association meeting in September, 2012. The Grand River Center is also submitting a bid on behalf of Dubuque
- A hold was placed for the Harlem Globetrotters for December 29, 2012.
- Placed a 2012 hold for a return date for the George Carden Shriner Circus which was a real success in May, 2011.
- Five Flags is evaluating a dart tournament in East Moline on the weekend of December 3-5, 2011 to determine possibly launching a tournament in Dubuque to become a part of the dart circuit in October 2012. Commissioner Parks recommended working with Instant Replay, a local bar which recently held a Dart Tournament as a fundraiser for Toys 4 Tots. Five Flags will be meeting with the Stupid Juice Dart Tournament in January 2012.

### **November Events**

- Loras Wrestling – November 5
- Civil Service (Majestic Room) – November 9
- Dana Moser Wedding (Theater) – November 11
- F4 Video Gaming Tournament (Ballroom) – November 12
- Multicultural Center (Native Spirit Dancer – Theater) – November 12
- DSO Youth Rehearsal (Bijou) – Saturday, November 12
- DSO Youth Ensemble (Theater) – November 13
- City Management (Majestic) – November 15
- Prudential Corporate Broadcast (Theater) Tuesday & Wednesday – November 15 & 16
- DSO Rehearsal (Theater - November 15, 16, 17, 18) and performance November 19 & 20
- Roller Derby – Saturday, November 19
- Sesame Street – move-in Monday, November 21 and performances November 22 and 23
- Colts Drum and Bugle Corps – Friday, Saturday, & Sunday, November 25, 26, 27
- Oak Ridge Boys – Monday, November 28
- DSO Holiday Pops move-in – November 29 & 30 and December 1
- DSO Family Show (Saturday matinee December 2) DSO performance Saturday PM and Sunday matinee (Dec 3 & 4)

### **December Events**

December programming is as "light" as November is "heavy". Primary events are:

- DSO Holiday Pops – December 3 and 4
- Jaycees Toys for Kids – (move-in December 7, gifts December 10)
- Outlaws Roller Derby – Dec 10
- City Management Meeting – December 13
- Night Storm Teen Dance Club – December 26

### **F & B Department**

- Five Flags programming is heaviest in November with both revenue and non-revenue producing events. Primary revenue generating opportunities for Food and Beverage in November were from ticketed events such as Loras College Open Wrestling, Roller Derby, Sesame Street, and Oak Ridge Boys.

**Financial Manager, Don Howes, delivered the following reports:**

**Financial, Accounting Reports:**

- October Adjusted Gross down \$321 to budgeted
- Actual YTD Income up \$13,405 compared to YTD budgeted income
- Actual YTD Expenses down \$19,856 compared to YTD budgeted expenses
- Actual YTD net loss down \$33,261 compared to YTD budgeted net loss
- October forecast reflects beating the benchmark at year end by \$42.9K
- From November Event Totals, Don Howes, highlighted the Net Income of the following Events:
  - Loras College Wrestling      784 Attendance      \$6,376.113 Net Income
  - Sesame Street Live          3551 Attendance      \$17,210.79 Net Income
  - Oak Ridge Boys              1674 Attendance      \$9,749.65 Net Income

**Holiday Closings**

- *December 23, 26, 30*
- *January 2*
- Commission agreed to have next meeting on Tuesday January 3, 2012.

**Adjournment of Monthly Commission Meeting:** Commissioner Parks motioned to adjourn the meeting. Commissioner Fuller seconded, all approved.

**Next meeting: in the General Manager's Office on Tuesday January 3, 2012 at 4:00PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.**