

Five Flags Civic Center Advisory Commission Meeting Monday April 29, 2013
Approved by Commission 7/29/13

Present: Rod Bakke, Bryce Parks, McKenzie Hill, Joyce White, Don Howes, Ali Levasseur, Kristin Hill (public guest from Dubuque Symphony Orchestra), and Marie Ware, Leisure Services (entered during Financial reports)

Absent: Barb Kurt

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Bakke motioned to approve minutes from January 28, 2013 meeting. Commissioner Parks seconded, all approved.

Old Business:

- Commissioners reviewed the FY14 budget that was approved by City Council. Commissioner Parks and Bakke liked the new format that was created and commented that it was very concise and easy to follow.

New Business:

- Commission members introduced themselves to Kristin Hill, Marketing Manager for Dubuque Symphony Orchestra.
- General Manager presented the proposed FY14 room rental rate increases for Commission to review.
 - Commissioner Bakke motioned the commission approve and send rate increases for approval from City Council. Commissioner Parks seconded the motion, all approved.
 - General Manager will send proposed FY14 room rental rate increases to Marie Ware to be placed on agenda for City Council meeting scheduled for May 20, 2013.

Director of Finance, Don Howes, delivered the following reports:

Financial, Accounting Reports:

Income Statement

Third Quarter:

- Quarterly net loss was \$18,546 under budgeted.
 - *Variance*
 - One new event (Hogs Gone Wild Fan Fest) was not budgeted for.
 - One new event (Queen B Tri-State Golf Expo) was not budgeted for.

Year-To Date:

- Actual YTD Income is up \$9,571 compared to YTD budgeted income
- Actual YTD expenses are under the YTD budgeted expenses by \$19,453.
- Actual YTD net loss is less than the YTD budgeted net loss by \$29,024.

Forecast:

- March's forecast shows to be under the benchmark at years end by \$31,845.

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%.

Benchmark for FY13 is \$840,276.27

General Manager, Joyce White, delivered the following reports:

Operations Department:

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

- In continuing effort to correct potential safety violations revealed in the OSHA audit held last fall, Operations purchased and installed "guards" over the drill press. Items remaining to be resolved include: purchase of a fire-proof paint storage cabinet; two eye-wash stations; and installation of safety barrier over "camera deck" on north side of arena.

- Commissioner Bakke left meeting at this time.
- The expansion tank for the hot water heating system is failing. An inspection has revealed that the tank, original to the facility, has rusted and sprung pinhole leaks in the bottom of the tank. A new expansion tank is estimated to cost \$6200. With two months left to fiscal year-end, management is exploring options to purchase the unbudgeted equipment.
- With approval of Marie Ware, Leisure Services, and Tony Steffen, City's IT Department, Operations has ordered a new network server which supports Five Flags data. The current server has lost its backup capability and has insufficient storage capacity. Additionally, two work stations (desk top computers) have been ordered within the city's replacement rotation structure.
- In conjunction with potential "stimulus funding of \$25K, Dan is soliciting bids from electrical companies to replace fluorescent light fixtures with LED fixtures in stair towers and storage areas.
- Still awaiting news of availability of \$95K in funding for a new Message Center and locker room lighting fixtures. Original bids were submitted in September, 2012 and again as recently as January, 2013. Funds for the upgrades are also in conjunction with the "second round" stimulus.

Marketing, Promotions, and Events Interests:

Joyce White asked Ali Levasseur, Marketing Coordinator to deliver Marketing report

Primary marketing activities during the third quarter included the following:

- At the end of the third year of hosting the "Outlaws" roller derby, the team has "disband" at the end of this season (March) due to dissention among team members and general decline of interest in the event. Five Flags waived the rent for the last two months of their season (February and March) in order to encourage them to at least finish the season. Relative to budget for FY13, the decline of this event has negatively impacted the current budget by \$12K. (*budgeted \$22.5K, will recognized approximately \$9.7K*)
- Third quarter event marketing efforts focused "primarily" on Bixby Inflatable Rainforest, Hogs Gone Wild Fan Fest, Queen B Tri-State Golf Expo, Julien Dubuque International Film Festival, MMA Pinnacle Combat 12, and Bull Ride, and NCAA Division III Regional Wrestling Championship.
 - MMA Pinnacle Combat 12 was held on January 25. Gross ticket sales were \$32,624, an increase of \$5,962 over the November bout. Attendance increased by 219 fans.
 - Colts Drum and Bugle Corp held their "audition weekend" in mid-January. The Corp moved in late Friday afternoon and stayed in the venue 24/7 to finish their camp with a small performance on Sunday afternoon. The recently renovated locker rooms were in full use throughout the weekend – as is Concession Area "C" which is used as a prep room for food service by the Corp's volunteer supporters. Colt members brought sleeping bags and slept on the arena floor.
 - Bull Ride was held on February 8 and 9. Gross ticket sales were \$47,376, an increase of \$6.8K and attendance increased by 259 fans.
 - Hogs Gone Wild Fan Fest (inaugural event created by the CVB) was held on February 23 and was considered a "success" (drop of 1077) and has potential to become an annual event in the cold winter days in February (making hoteliers and restaurateurs happy). Diamond Jo, Harley Davidson and other smaller sponsors provided limited sponsorship for the event's celebrity appearance of Sons of Anarchy.
 - NCAA Division III "Regional" Wrestling Championship was held on March 2. Five Flags hosted the event on behalf of Loras College. Staff and venue received kudos from Loras College staff, including President, Jim Collins, coaches, and AD's.

Social Sense Analysis (at end of third quarter)

Social Sense, marketing consulting team, has completed their third quarter activity report and highlights are reflected below:

- Mobile is becoming increasingly important as the method for access to social media;
 - Facebook "Likes" are increasing from mobile devices; nearly dominating access method
 - YouTube's mobile access increased as top traffic sources (54.4%) and top playback locations (49.1%)
- Fans and followers continue to grow

- Fans have an additional method of purchasing tickets and signing up via e-mail through Facebook
- Viral reach of friends of fans continues to improve through Facebook
- 43.5% of Five Flags Center's Facebook fans are predominately females between the ages of 25-44.
- E-mails blasts include added links and improved visuals
- Five Flags Center is receiving increased media attention
- Five Flags Center is reaching out to directly engage with more local companies and organizations

Twitter stats

- Began Q3 with 161 Followers. End of quarter total at 253. Increase of 92. (+ 57%).

Pinterest

- Updated cover photos of boards
- Began Q3 with 18 Followers. End of quarter total at 34. Increase of 16. (+ 89%)

YouTube

- Shot behind-the-scenes video of pool table unloading, edited, uploaded, shared on Facebook
- Shot two behind-the-scenes videos for Bull Riding and uploaded to YouTube; linked to Twitter
- Downloaded/uploaded Globetrotters videos, MMA videos, Bull Riding and NCAA Wrestling
- Subscribed to relevant channels (Loras College TV, Dubuque Symphony, BOK Center Tulsa, The Best MMA House, Peoria Civic Center and ESPN etc)
- Received a positive comment on the rodeo video
- Shared relevant videos on Facebook and Twitter

FIVE FLAGS EVENT CALENDAR

First Quarter Events

July 2012

Rising Star - "Hairspray"

August 2012

Rising Star - "Pinocchio"

September 2012

DHS – Kinderpalooza
Phi Beta Sigma "Step Dance"
DSO Arts Trek
Holiday Inn Meeting Space
City Human Right Meeting

DSO Auditions

City Leadership Meeting
Regional Roller Derby
Fly-By-Night – "45 Seconds from Broadway"

Second Quarter Events

October 2012

DSO Classic I
Don Tjernagel Comedy Monster
City Leadership Meeting
DSO Arts Trek
Outlaws Roller Derby
Grande
DSO Auditions
MPA Pool Tournament

November 2012

Loras Open Wrestling
DALMC Career & Tech Fair
DSO Classic II
Outlaws Roller Derby
Girl Scouts Dream Event

Dock Dogs World Championships
Native Spirit Dancer
Sesame Street Live
Colts Drum & Bugle Corp (camp)
Dubuque Dance Studio
MMA Pinnacle Combat 11

December 2012

DSO Family Holiday Concert
DSO *Holiday Pops*
DSO Youth Ensemble
Mannheim Steamroller
Jim McDonough *Holiday*

Dubuque Soccer Club (camp)
Night Storm Teen Dance
Harlem Globetrotters

Third Quarter Events

JANUARY

Bixby Inflatable Rainforest
Colts Drum and Bugle Corp
Dubuque Soccer Club
Eastern Iowa Outlaws
FBN – *Largo Desolato*
Tour Dubuque
MMA – Pinnacle Combat 12
City Engineering Conference
City Leadership Meeting
City Water Department
City Human Rights Department

FEBRUARY

FBN – *Largo Desolato*
Dubuque Soccer Club
Bull Ride Championships
Eastern Iowa Outlaws
DSO *All Beethoven*
DSO Youth Performance
Hogs Gone Wild Fan Fest
City Leadership Meeting
City Human Rights Department

MARCH

NCAA Division III Wrestling
Eastern Iowa Outlaws
MCFC *Taste of the World*
Unity Church Service
Hempstead Variety Show
QueenB Radio Golf Expo
DSO *A Chain of Jewels*

Fourth Quarter Events

APRIL

Julien Dubuque Film Festival
George Cardin Shrine Circus
City Campground Registration
DSO “All Russian Composers”
City Human Rights Meeting
Wahlert Musical “Fiddler /Roof”
DBQ Community Foundation
Dancing With the Stars

MAY

MMA Pinnacle Combat
Don Tjernagel “Comedy
Monster”
DSO Youth Ensemble
NICC Graduation
Rising Star Theatre (auditions)
City Leadership Meeting
DBQ High School Graduations
Studio 5-6-7-8 Dance Recital
Fly-By-Night (Matt & Ben)

JUNE

Fly-By-Night (Matt & Ben cont.)
Prudential
Rising Star Theatre (rehearsals)
Rumble by the River
Wedding
City Water Department
City Human Rights Department

Staff Development

Staff updates during the third quarter included the following activities:

- John Richardson currently serves as the Commander of the American Legion Post #6 in addition to serving as editor of the Post's monthly newsletter, *Postscript*.
- Alyson Tasker currently serves as Vice-President for Individual Development for the Dubuque Jaycees. During this past quarter, she created one new program for the Jaycee membership.
- Ali Levasseur attended monthly meetings of the Dubuque County Fine Arts Society Board and the Carnegie Stout Library Art @ Your Library sub-committee.
- Highlights of community and civic activity during the past quarter of General Manager Joyce White are listed below:
 - Participated in a mock interview program for students at the University of Dubuque.
 - Invited by Loras College President, Jim Collins, and participated in the College's CEO Network. As one of four panelists, participants shared real world experience dialogue with students.
 - Presented the “Tourism” portion of the Chamber's Forecast Luncheon held at the GRC in January. The event, which drew almost 500 businessmen and women, is the Chamber's second most important annual event other than the Annual Awards Banquet.
 - Nominated by the Chamber Committee of Past Chairman for the position of Second Vice-Chair. The nomination tracks and culminates in the “Chair” of the Chamber in 2015.
 - Attended a planning retreat for the Convention and Visitor's Bureau, along with other community leaders and administrators in early January. General Manager White serves as the current “Chair” of the CVB Advisory Board.
 - Attended regular monthly Board and Executive Board meetings for Dubuque Main Street and the Dubuque Chamber as well as weekly luncheon meetings for the Dubuque Rotary Club.

Other

Other venue activity occurring during the third quarter includes the following:

- Five Flags participated in Dubuque Main Street's annual "Business Expo" held at the Hotel Julien in February.

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

Next meeting: in the General Manager's Office on Monday July 29, 2013 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.