



Five Flags Civic Center Advisory Commission Meeting

Monday July 28, 2014



PRESENT:

Approved by Commission

McKenzie Hill, Bryce Parks, Tyler Daugherty, Rod Bakke

STAFF PRESENT: Marie Ware, Don Howes, Ali Levasseur

OTHERS PRESENT:

MINUTES

APPROVED;

VOTE:

It was moved by Bakke, seconded by Parks, to approve the minutes of the April 28, 2014 meeting. The motion passed unanimously.

OLD BUSINESS:

Don Howes informed the commission General Manager Joyce White has taken short term disability leave, while White is out Don Howes is the acting General Manager. White was not able to get the history information together for commission members before taking her leave.

Commissioner Parks and Bakke had no report on the creation of a "Friend of Five Flags" Foundation

Commissioner Daugherty recommended a special meeting for the commission to gather information and talking points to discuss with City Council members before their goal setting meetings August 25-26, 2014. Marie Ware will collect CIP information for the commissioners. Ali Levasseur will collect building information and reach out to SMG buildings for information on feasibility studies. Commission will meet Monday August 4, 2014 at 3:30PM at Five Flags Center for discussion on future of Five Flags Center.

NEW BUSINESS: Director of Finance, Don Howes delivered new business under departmental reports

**FINANCIAL
REREPOR**

Director of Finance, Don Howes delivered following report:

Quarter:

We are under June's monthly budgeted net loss by \$8,784.

- Julien International Film Festival added more screenings, a gala, and pre-reception that added \$8,000 to our bottom line.

Year-To Date:

- Actual YTD Adjusted Gross Income is more than the YTD budgeted income by \$13,897.
- Actual YTD Total Indirect Expenses is less than the YTD budgeted expenses by \$11,439.
- Actual YTD net loss is less than the YTD budgeted net loss by \$25,336.

Benchmark:

- End of Year Loss is \$829,034 (cold change with period 13 reporting).

Benchmark	\$852,040.00
FY14 loss	<u>\$829,034.00</u>
Amount split for Incentive Fee	\$23,006.00

SMG Incentive Fee \$11,503.00

OPERATIONS REPORT:

Don Howes delivered following report:

Upgrades and improvements during the fourth quarter of FY14 included the following efforts:

- **Safety Committee**
 - Monthly meetings with Monthly Safety Topics have including **Electrical, Slips Trips and Falls, and Inclement Weather.**
 - Reviewed The Emergency Action Plan's "Inclement Weather" The inclement weather plan needs some minor updates, but it was determined an updated version of the entire Emergency Action Plan is necessary because it was last reviewed in 2012.
 - During fourth quarter committee inspected the full basement level and both promenades. 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
 - maintaining "Bigfoot" (the venue's maintenance software)
 - Finalizing the following annual inspections:
 - Midwest Backflow Services (domestic water) 4/2014
 - Work Force Iowa Elevator inspection 5/2014
 - State Boiler Inspection 6/2014
- **Technical Operations**
 - Finalized Arena speaker re-build before scheduled graduations in May.
 - Assisted with install of professional Fly Equipment for Rising Star Theatre Company productions of Tarzan and Peter Pan
 - Scheduled and finalized annual Fall protection inspection June 30, 2014
 - Finalized FY14 CIP purchase of Hearing Assistance equipment for Theater
 - Sent out bids for FY15 CIP equipment
 - Soft goods for Arena
 - Stage lighting from second balcony of Theater.

MARKETING PROMTIONS & EVENTS REPORT

Marketing Coordinator Ali Levasseur delivered following report

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

Past Quarter "Initiatives":

- Five Flags finalized contracts with Christmas events and began planning a **Christmas in July** promotion pre sale for the event. Christmas events include **Oak Ridge Boys Christmas, DSO Holiday Celebration, Jim McDonough Holiday Grande, and Mannheim Steamroller Christmas.**
- **Dubuque Symphony Orchestra** 2014-2015 season was contracted. Five Flags Theater will host their two Arts Trek events, two Classics concerts, and the Holiday Celebration and Family concerts. We are losing one less concert from last year.
- Communication has begun with a promoter to bring **The Price is Right Live** to

Five Flags Arena in November.

Past Quarter Event “highlights”:

National Touring Shows this past quarter included:

- **RAIN – A Tribute to the Beatles**, the same promoter as Mannheim Steamroller brought this show. Great performance with great production and a good crowd.
- **Church Basement Ladies, A Mighty Fortress is Our Basement** presented one performance to an intimate crowd.
- **American Breweriana Association National Conference** was held at the Holiday Inn, Five Flags Arena was used for the **Buy Sell Trade Show**, another great collaboration.
- **National Holstein Convention Dinner and Auction was held Five Flags**, the cattle was housed here for a full week. The space was a true “multi-purpose” on the night of the auction with cattle storage, auction ring and seating, along with the dining area. Additional pieces of the convention were held throughout town and organized by the Convention and Visitors Bureau.

Local and Regional Shows this past quarter included:

- **Julien International Film Festival** held three of their “anchor events” in the Five Flags Theater and Ballroom space. Majestic, Orpheum, and Bijou Rooms were utilized all weekend for film screenings. Theater was used for the opening ceremonies, Silent Film Showcase, and Awards Gala. A decorator with Five Flags equipment transformed the Ballroom for the Gala after party.
- **Dancing with the Stars Dubuque Style** returned to Five Flags Theater for a second year. Great attendance and a fun time by all.
- **George Carden Kaaba Shrine Circus** returned for the fourth year. A different Shrine hosted the circus this year, great attendance. We utilized a new system for exodus between shows.
- Five Flags Theater hosted **Wahlert High School's, The Drowsy Chaperone, Heartland Financial Employee Family movie, Almost Famous** Dance Recital, **Studio 5678** Dance Recital, and **Jim McDonough** Spring Concert.
- Five Flags Arena hosted Graduations for **Northeast Iowa Community College, Hempstead and Senior High School**.

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 fourth quarter of FY14 included 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 2nd Chair for the Dubuque Chamber of Commerce**, Joyce attends monthly **Executive Board** and full **Board** meetings. Typically, Joyce attends thee 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 worked beer sales

- at **American River Festival** and **Dubuque Main Street All that Jazz** events. Jaycees also cleaned the Fairground as part of the **YP Days of Caring**.
- As **2014 President of DCFAS**, Ali Levasseur, lead monthly board meetings, volunteered and assisted with **Rogue Collections Epoch** event, the 37 annual **DubuqueFest Fine Art Fair and Festival**, and **Dubuque Area Writers Guild** annual book release. She also attended the first Iowa Arts Summit put on by Iowa Department of Cultural Affairs and Iowa Arts council. Ali continued to attend weekly board meetings for **Voices Productions**.
- 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.
- Staff Retirement
 - John Richardson officially retired May 30, 2014. Staff held a small luncheon party in his honor. Any continuing medical expenses from his fall in February will be covered through Five Flags workman's compensation insurance provider.
 - Commissioner Bakke motioned the honor and thank John Richardson for his years of service and wish him well in his retirement. Commissioner Parks seconded, all approved.
 - Five Flags management has re-written job descriptions for all current positions and created a new organizational structure. Five Flags is now hiring a Director of Events and Operations and will also hire a part time Marketing Assistant.

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.

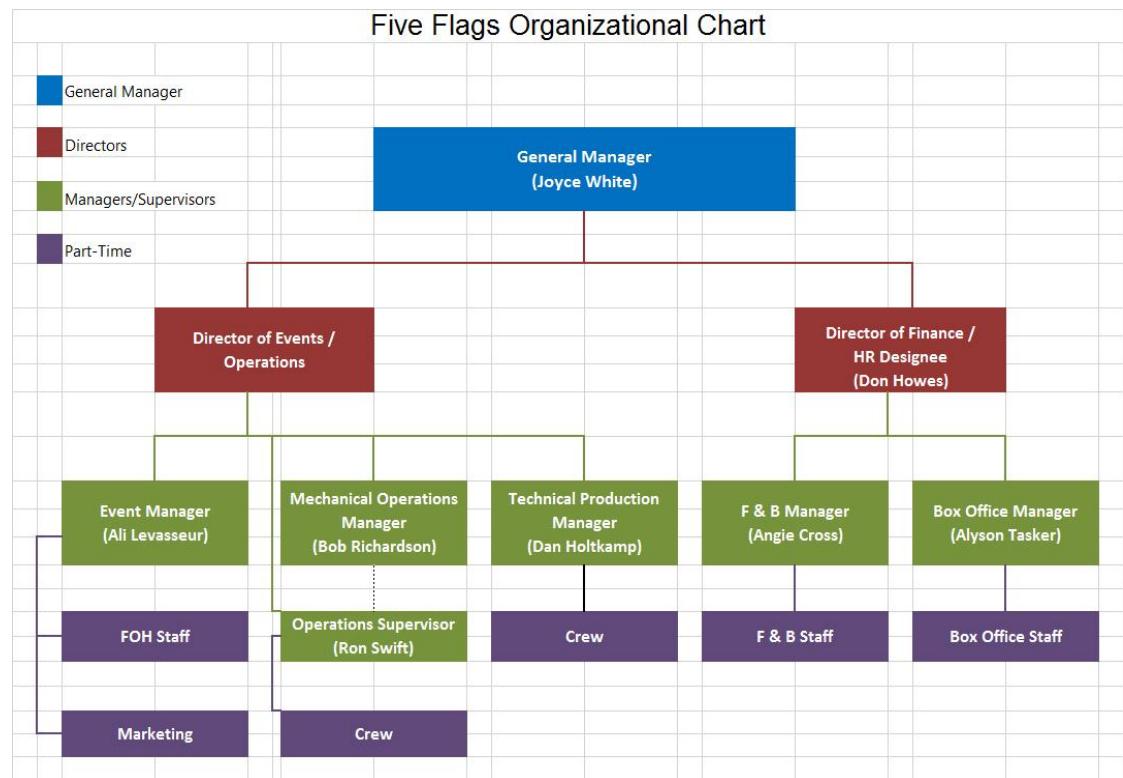
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OTHER BUSINESS: Don Howes delivered following report:

- End of year purchases included:
 - Flush valves
 - Bigfoot software support
 - Office furniture for operations, event, and reception staff

- New Organizational Chart for Five Flags Staff implemented July 2014



Don Howes discussed steps and work over the past year to create the new titles and position at Five Flags Center. Mare Ware discussed her participation in the process. The new organizational chart is similar to larger SMG buildings. Two people, instead of eight people, will be reporting directly to Joyce White which should provide more time to focus on booking events to the building. Resumes have been coming in and interviews will begin soon for Director position.

Office staff have new titles and Event Manager Ali Levasseur will hire a part time Marketing Coordinator to supervise.

ADJURN:
VOTE:

NEXT MEETING: *Next quarterly meeting held in the General Manager's Office on Monday October 27, 2014 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.*