



Five Flags Center
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PUBLIC NOTICE OF MEETING

Governmental Body Dubuque Five Flags Civic Center Commission

Time 3:30 PM Date Monday, April 27, 2015

Place of Meeting Five Flags Civic Center

Notice is hereby given that the above-identified governmental body will meet at the time, date and place as set forth above.

The tentative agenda for the meeting is as follows:

Action Requested: Presented by:

- | | | |
|--|-------------------|---------------|
| 1) Call to Order | | McKenzie Hill |
| 2) Review of Minutes | Action Needed | McKenzie Hill |
| 3) New Business - Guest Speaker | | Joyce White |
| 4) Old Business | | Joyce White |
| 5) Facility Overview | | |
| • Departmental Reports | | |
| ○ Financials | Quarterly Updates | Don Howes |
| ○ Operations | Updates | Shaun Rice |
| ○ Events & Marketing | | |
| ▪ Statistical review of past events | Updates | Shaun Rice |
| ▪ Initiatives/Highlights/Upcoming Events | Updates | Ali Levasseur |
| ○ Staff Updates | Updates | Joyce White |
| ○ Other | | |
| 6) Adjournment of Monthly Commission Meeting | | |


Joyce White, General Manager

CC: Commission Members
City Manager
Assistant City Manager
Leisure Services Manager
City Clerk
Dubuque Symphony Orchestra
Media

Notice: Any visually impaired or hearing impaired person needing assistance to participate in this meeting should contact Joyce White at 563-589-4254 or through the TDD number 563-589-4193 in the Human Rights Department at least 48 hours prior to the meeting.



Five Flags Civic Center Advisory Commission Meeting Thursday January 22, 2015



Unapproved by Commission

PRESENT:

McKenzie Hill, Tyler Daugherty, Rod Bakke, Bryce Parks (entered late)

STAFF PRESENT:

Marie Ware, Joyce White, Don Howes, Shaun Rice, Ali Levasseur

OTHERS PRESENT:

MINUTES

APPROVED; VOTE:

Commissioner Bakke motioned and Commissioner Daugherty seconded, to approve the minutes of the October 27, 2014 meeting. The motion passed unanimously.

OLD BUSINESS:

General Manager, Joyce White, delivered the following old business:

- Joyce thanked commissioners for their support during her absence. Five Flags staff continued business as normal while she was out, Joyce doing well after surgery.
- Commissioner Bakke asked if there had been any inquiries to city clerk to join the commission. Joyce White stated that this was a time for the current commissioners to reach out to others to join the commission.
- Commissioner Daugherty asked Marie Ware for updates on the survey with support from the City. Marie stated the recommendations should be public after February 1, 2015.

Commissioner Hill reported that Kari McCann of the Community Foundation will be attending the April meeting to discuss and answer questions on creating a Five Flags Foundation. She then asked for specific questions from the commission

- Commissioner Daugherty asked if a foundation the right steps to reach the goals
- Commissioner Hill asked for the process or steps of creating the foundation be discussed
- Commissioner Bakke stated that the marketing person that is hired be included in the Foundation
- Commissioner Hill stated if there were other ideas that came up, to contact her over email.

NEW BUSINESS:

No new business brought up at this time.

FINANCIAL REREPORT

Director of Finance, Don Howes, delivered following report:

Quarter:

- We were under October's monthly budgeted net loss by \$2,636.
- We were under November's monthly budgeted net loss by \$21,866.
- We were over December's monthly budgeted net loss by \$8,209.

Year-To Date:

- Actual YTD Adjusted Gross Income is more than the YTD budgeted income by \$10,468.
- Actual YTD Total Indirect Expenses is less than the YTD budgeted expenses by \$20,591.
- Actual YTD net loss is less than the YTD budgeted net loss by \$31,059.

Benchmark:

- We are forecast to be less than the benchmark at years end by \$29,722.

OPERATIONS REPORT:

Director of Events and Operations, Shaun Rice, delivered following report:
Upgrades and improvements during the Second quarter of FY15 included the following efforts:

Safety Committee

- Safety meetings have included the following topics- "Forklifts", "Housekeeping", "Electrical Safety", and "Slips, Trips, and Falls".
- The Emergency Action Plan has been completed by Alyson Tasker and placed on shared drive.
- Second quarter committee inspections have included the arena (main room, seats, dressing rooms, locker rooms, and north electric room), theater scene shop and main store room. All notes were compiled and entered into the preventative maintenance program, Altum. Work orders were sent to appropriate staff to correct any potential safety issues.

Routine Maintenance

- Includes the set up and tear down of events and equipment
- Maintain the Altum preventative maintenance program
- Scheduled inspections included:
 - Generator
 - Two Genie man lifts
 - Fire suppression systems
 - Kitchen hoods in concession stands
 - Emergency flow test
 - Boiler test
- Repairs and upgrades to Five Flags equipment and facility included:
 - Bleacher seating prior to Globetrotters
 - Theater EPDM roof repair (rubber lined roof)
 - Replaced part of damaged roof edging above theater
 - Overhead door in arena prior to Mannheim Steamroller
 - Gate G "pass through" feature has been added to open the area for event seating, ingress and egress
 - Railing over North dressing rooms of the arena was installed

Technical Operations

- FY15 CIP projects for arena soft goods and theater stage lighting have been completed. Lights arrived and are being assembled by our Technical Manager and the soft goods will be shipped.
- Plans were reviewed and bids were let for improving the employee area in the basement. The plan includes kitchen cabinetry and plumbing to equip the room with a water source.

MARKETING PROMTIONS & EVENTS REPORT

Event Manager Ali Levasseur delivered following report
Primary marketing activities during the second quarter for FY15 included the following:

Past Quarter "Initiatives":

- Five Flags finalized contract with **Dubuque Soccer Association** for practice twice weekly January through April 2015.
- **Washington Middle School** teacher approached Five Flags to hold a Spoken Word event in the Bijou Room for students; event was held January 15, 2015.
- Five Flags finalized contract with **Dubuque Big-Time Bull** Riding for Feb 6-7, 2015.
- **Loras College** won the bid to host the **NCAA Wrestling Division III** tournament which will be held at Five Flags February 28, 2015.
- **Livingston Gymnastics Tournament**, a regular client of the **Grand River Center**, approached Five Flags late summer for availability as they had lost their dates. Five Flags will host their event in early March 2015.
- Five Flags Center has been working with the **Multicultural Family Center** on the **Taste of the World** fundraising event. The date has been secured for April 18, 2015.

Past Quarter Event "highlights":

National touring shows this past quarter included:

- **Men are from Mars Women are from Venus Live** returned to playing Dubuque for a second year. They are considering a two year rotation.
- Five Flags hosted the third consecutive **Dog Docks World Championship** in November. The Dubuque Convention and Visitor's Bureau has contracted for two additional years, 2015 and 2016.
- **The Price is Right Live** made its Dubuque premier November 19, 2015. It was a wonderful event with a great crowd. Social media content on TPIRL helped expand Five Flags' social networking reach.
- Five Flags ended its three year contract with **Sesame Street Live** this November with **Let's Dance**. Discussion for the next three year contract will begin soon.
- **The Oak Ridge Boys** returned to Dubuque for a great Christmas show the weekend after Thanksgiving.
- Our last Christmas concert, **Mannheim Steamroller**, was held in the Arena on December 18. It was a great performance and provided a satisfied client. They may return in two years.

Local and Regional Shows this past quarter included:

- Five Flags Theater was utilized for the **Redman-Ray wedding**
- **DSO** returned in November for their second **Classics** performance, *88 Keys to the City*
- **Dubuque Colts Organizations** held their first weekend audition the week before Thanksgiving this year.
- **Jim McDonough Holiday Grande 2014** performed their 10th year at Five Flags Theater
- **Dubuque Dance Studio** and **Almost Famous Dance and Cheer**, out of Farely and Monticello, utilized the theater for winter recitals.

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

Commissioners also reviewed the quarterly event listing.

STAFF DEVELOPMENT REPORT

General Manager, Joyce White, delivered following report:

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

Staff Activity

- Joyce White, has continued with commitments and served as past-chair of the nine-member Board of **Dubuque Convention and Visitor's Bureau**. This quarter, she has attended three monthly board meetings. Additional board memberships included **Dubuque Main Street Board and Executive Board**. She has attended one regular and executive board meeting this quarter. As **First Vice-Chair for the Dubuque Chamber of Commerce**, Joyce has attended two 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.
- 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

- Ali Levasseur 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 participated in SMG Corporate webinars covering Affirmative Action and the Affordable Care Act.

New Staff Position

- **Shaun Rice**, new **Director of Events and Operations**, has met his 90 day employment period and is a great addition to the Five Flags management team.
- Management advertised and filled a newly created part-time Marketing position during the second quarter. Unfortunately, the employee left the position before the end of the calendar for a full-time position elsewhere. Management identified additional budgetary funding and Regional Management approved the request to reopen and advertise for a full time marketing position in January, 2015.

OTHER BUSINESS: Marie Ware discussed public hearing for Leisure services budget at City Council will be on February 23, 2015 6:30PM. If support of Five Flags feasibility survey is released as a recommendation, this hearing is a great time to speak and support. Not all commissioners need to attend. If attend, commissioner could take the stand and thank the council for recommendation of the survey and hope it is approved by the council.
Marie Ware also reported the funding from SMG for marketing/programming is being processed through the City to Five Flags account. Should be finalized soon.

**ADJURN;
VOTE:** It was moved by Daugherty, seconded by Bakke, that the meeting be adjourned. The motion passed unanimously.

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



OPERATIONS DEPARTMENT:

Upgrades and improvements during the third quarter (January, February, March FY15) included the following.

- **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.

**FIVE FLAGS CENTER
EVENT TOTALS**

* (Does not include ancillary income unrelated to events)

January-15													
EVENT	DATE	Number of Events	Drop Count	Gross Ticket Sales (2)	Gross Novelty	Gross Building Income	Building Event Expenses	Net Event Income	Gross Concessions	Concession Expenses	Net Concessions Income	Per Cap	Total Net Event Income (1)
Harlem Globetrotters	1/4	1	2407	58,125.75	1,466.78	25,385.86	17,228.56	8,157.30	4,627.75	1,567.41	3,060.34	1.92	12,684.42
Retro Rewind	1/10	1	2441	20,699.00		7,880.70	3,257.66	4,623.04	12,769.75	4,543.88	8,225.87	5.23	12,848.91
Pinnacle Combat 18	1/24	1	1396	36,713.00		8,113.24	3,394.22	4,719.02	17,176.00	10,428.11	6,747.89	12.30	11,466.91
Jaycees "Pass The Gavel"	1/3	1	55			2,468.36	1,285.46	1,182.90	492.00	282.35	209.65	8.95	1,392.55
Colts Drum & Bugle Corps	1/16	1	80			1,790.63	335.82	1,454.81			-		1,454.81
Dubuque Soccer	January	6	450			2,160.00	-	2,160.00			-		2,160.00
City Meetings	January	5	117			48.75	41.68	7.07			-		7.07
Washington MS "Spoken Word	1/15	1	238			430.00	27.90	402.10			-		402.10
		17	7,184										42,416.77

February-15													
EVENT	DATE	Number of Events	Drop Count	Gross Ticket Sales (2)	Gross Novelty	Gross Building Income	Building Event Expenses	Net Event Income	Gross Concessions	Concession Expenses	Net Concessions Income	Per Cap	Total Net Event Income (1)
Dubuque Big Time Bull Ride	2/7	2	2549	45,112.75	418.76	10,953.19	5,304.46	5,648.73	14,323.25	4,634.70	9,688.55	5.62	15,756.04
Disney Live	2/20	2	2050	53,098.40	50.40	20,826.65	19,243.85	1,582.80	2,339.00	1,344.56	994.44	1.14	2,627.64
NCAA Div III Wrestling	2/27	1	616	7,064.00		6,195.24	2,608.60	3,586.64	4,624.00	1,809.16	2,814.84	7.51	6,401.48
FBN "Last Days Of Judas Iscari	2/14	5	368	5,490.00		1,696.95	578.06	1,118.89	-	-	-	-	1,118.89
Faith Temple	2/8	1	560	-	-	650.00	216.50	433.50	-	-	-	-	433.50
Dubuque Soccer Club	February	6	450			2,160.00	13.89	2,146.11			-	-	2,146.11
City Meetings	February	2	42			56.88	48.62	8.26			-		8.26
		19	6,635										28,491.92

March-15													
EVENT	DATE	Number of Events	Drop Count	Gross Ticket Sales (2)	Gross Novelty	Gross Building Income	Building Event Expenses	Net Event Income	Gross Concessions	Concession Expenses	Net Concessions Income	Per Cap	Total Net Event Income (1)
Gymnastics Tournament	3/7	1	585	-		2,553.02	1,365.61	1,187.41	2,144.75	983.81	1,160.94	3.67	2,348.35
Goedken-Bell Wedding	3/21	1	190	-	-	1,400.00	141.07	1,258.93	-	-	-	-	1,258.93
Dubuque Soccer	March	9	450	-		3,240.00	13.89	3,226.11	-	-	-	-	3,226.11
City Meetings	March	1	25			-	-	-	-	-	-	-	-
		12	1,250										6,833.39
Total Events/Drop Count		48	15,069										77,742.08

- (1) Net Event Income does not include overhead costs
 * Overhead costs include full-time salaries, utilities, supplies and maintenance
 (2) Gross Ticket Sales are not included in final calculations



Marketing, Promotion, and Event Interests:

Primary marketing activities during the third quarter (January, February, March 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 costumer 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 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.
 - Five Flags has been working with clients to ensure dates for Feb - May 2016. The spring is filling with events, and we want to make sure all clients can be represented.
- 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.
 - **Regional and Local 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.

FIVE FLAGS CIVIC CENTER QUARTERLY PRIMARY EVENTS FY15



FIRST QUARTER EVENTS (Primary)

JULY

Rising Star - "Tarzan"
Rising Star - rehearsals
City Civil Service Test (3)
IBM "All Hands Meeting"

AUGUST

Rising Star - "Peter Pan"
Rising Star - rehearsals
Irish Hooley
City Civil Service Test (3)
Donell Davis Hip Hop Event

SEPTEMBER

City Spirit Luncheon
DSO Arts Trek
UD Phi Beta Sigma Social
City Sister City Commission
City Civil Service (1)

SECOND QUARTER EVENTS (Primary)

OCTOBER

Neil Diamond Tribute
DSO Arts Trek
City Civil Service Test (2)
Mars Venus Live
Wedding

NOVEMBER

Phi Beta Sigma
Discover DaVinci & Michelangelo
Dock Dogs World Championships
DSO Rehearsal and Performances
The Price Is Right
City Leadership Meeting
City Human Rights Meeting
Colts Audition Weekend
Sesame Street
Oakridge Boys Christmas Show
Dubuque Dance Studio Recital

DECEMBER

Almost Famous Dance Recital
DSO Rehearsal and Holiday Pops
Jim McDonough Holiday Grande
Heartland Financial Family Movie
City Leadership Meeting
City Civil Service Test (1)
Mannheim Steamroller
Colts Practice

THIRD QUARTER EVENTS (Primary)

JANUARY

Jaycees Pass the Gavel Ceremony
Harlem Globetrotters
Retro Rewind
Dubuque Soccer Club Practices
Washington School- *Spoken Word*
City Human Rights Meeting
Colts Audition Weekend
City Leadership Meeting
City Procedure/Process Meeting
City Civil Service Meeting
MMA Pinnacle Combat

FEBRUARY

Dubuque Soccer Club Practices
Faith Temple - Unity Service
Big Time Bull Ride
Fly-By-Night "*Last Days/Judas*"
City Leadership Meeting
City Civil Service Test
Disney Live *Pirate & Princess Adv.*
NCAA DIII Regional Wrestling

MARCH

Dubuque Soccer Club Practices
360 Sports Gymnastics Tourn.
City Leadership Meeting
Wedding

FOURTH QUARTER EVENTS (Primary)

APRIL

Dubuque Soccer Practices
Heartland Financial Family Movie
DSO - *The Best of Opera*
Multicultural Family Center -
Taste of the World
Julien Dubuque Film Festival
City Leadership Meeting

MAY

Wahlert High School -
The Phantom of the Opera
Rising Star Theatre Company
Auditions
Almost Famous Dance Recital
NICC Graduation & Nurse Pinning
Dubuque Community Schools
High School Graduations
Studio 5678 Dance Recitals
George Carden *Circus*
Spectacular
City Civil Service Test (1)
City Leadership meeting

JUNE

Dancing with the Stars
Dubuque Style
Prudential Broadcast meeting
Rising Star Theatre Company
Rehearsals
Rumble by the River Wrestling
City Leadership Meeting

STAFF UPDATES:

Staff updates and activity occurring during the third quarter (January, February, March 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 Band Perry** concert for **Cascade High School**.
- 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 Augustina College in Rock Island. Her academic focus was in Marketing and Studio Art.