



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



PRESENT:

Approved by Commission

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 REREPOR

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 PROMOTIONS & 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.

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.