

**Five Flags Civic Center Advisory Commission Meeting Monday January 27, 2014**  
**Approved by Commission - April 28, 2014**

**Present:** McKenzie Hill, Adrienne Scott, Bryce Parks, Marie Ware, Joyce White, Don Howes, Ali Levasseur

**Guests:** No guests were present

**Absent:** Rod Bakke, Tyler Daugherty

Commissioner Hill called meeting to order.

**Introductions:** All those present introduced themselves to Commissioner Scott

Commissioner Scott took her Oath of Office and signed her commitment through June 29, 2016

Commissioner Hill signed as witness

Ali Levasseur will return original to City Clerk's office and keep a copy for FFC records

**Approval of Minutes:** Commissioner Parks motioned to approve minutes from October 28, 2013 meeting. Commissioner Hill seconded, all approved.

**Old Business:**

General manager distributed following update: *Relative to the Commission Meeting held on October 28, 2013 and the Commission's motion to invite representatives from the business community to a meeting to discuss the importance of the "proposed" engineering study - when funds become available in July, 2014 and "if" the City approves the funds be used in this manner –*

**City of Dubuque Leisure Manager and Contract Administrator, Marie Ware** has responded favorably to the Commissions interest in pursuing an engineering study on Five Flags event viability. Marie has recommended – prior to setting a meeting involving other business leaders – the Commission focus in the short run on an educational process of familiarization with Five Flags. The familiarization process might include the following procedure:

- Become an expert on the venue structure and usage before bringing in interested community partners
- Take a familiarization tour of Five Flags
- Become familiar with venue spaces, venue vernacular, and locations of:
- Locker Rooms, North Dressing Rooms, Meeting Space, Sound Booth, Arena, Box Office, Storage Areas, Administrative Offices, Elevator, Mechanical Rooms, Custodial Closets
- Understand venue's current usage challenges – relative to types of hosted events
- Study trends in the event industry
- Schedule site visits to other venues (local and regional)

In summary, she is recommending that if the interest in pursuing an engineering study on Five Flags is driving the Commission to action, prepare a timeline to tackle

the educational process in order to effectively describe the Five Flags structural challenges and how that translates to events and event driven revenue opportunities.

- Commissioner Parks asked what the expected results are of the Engineering Study
  - General Manager explained the study would explore possible structural changes to create a more efficient multiuse building focusing on sports and large concerts.
- Commissioners agreed to a timeline of familiarization/education meetings over the next months. General Manager will have timeline to commissioners by mid-February.

**New Business:**

General Manager distributed the Annual Report that will be presented to City Council on Monday February 3, 2014

- Highlighted information is pie chart that shows 91% of all events are local and regional, %9 are national touring shows

**Financial, Accounting Reports:**

Don Howe, Director of Finance delivered the Financial Report

**Year-To Date:**

- Actual YTD Adjusted Gross Income is less than the YTD budgeted income by \$25,797.
- Actual YTD Total Indirect Expenses are less than the YTD budgeted expenses by \$8,782.
- Actual YTD net loss is greater than the YTD budgeted net loss by \$17,015.

**Forecast:**

- December's forecast projected to be over budget at years end by \$1,056.  
(Removal of a dance competition due to low registration impacted December's forecast.)

**Benchmark:**

- We are forecasted to be over the Benchmark at year's end by \$3,386.

**General Manager, Joyce White, highlighted items from the following reports:**

**Operations Department:**

***Upgrades and improvements during the first quarter included the following efforts:***

- Monthly safety meetings were typically held on the second Wednesday of each month during the second quarter. Monthly Safety Topics have included “**Global Harmonized System GHS – OSHA’s Final Rule**”; “**OSHA Ladder Requirements**”; and “**Recordkeeping**”.
- Safety Committee members continue to conduct a “monthly walk-through” of specific areas within our venue. The specific purpose was to inspect for unsafe practices or OSHA violations which might create an unsafe workspace for our employees. Upon completion of the walk-through, the Safety Chair has compiled and presented the notes to the specific department head for review and correction of any potential safety violations.
- In conjunction with changes in OSHA regulations, the Operations Department reports that as of December 31, 2013, Five Flags staff is 100% compliant in the following areas: **Written Safety Reports**; and **Staff Training**. Five Flags is 92% compliant with the “**Findings**” of a self-directed inspection. The remaining area of compliance involves installing handrails above the north dressing rooms in the arena. Funding for that project has been placed in the CIP 2015 budget.
- A customer service and safety training program was held in November for all full and part-time personnel. Videos on “**Customer Service**” and “**Sexual Harassment**” were view as part of the training and a safety evacuation drill was also conducted.

- In conjunction with a CIP purchase for audio visual upgrades in the meeting rooms and lower promenade, have been made and all equipment received and installed. Specifically, flat screen message centers have been placed in strategic locations throughout the lower promenade and over the Box Office service window. Additional purchases included an additional 9 X 12 projection screen, two 72" flat-screen TV's, and two mobile sound systems for the meeting rooms.

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

***Primary marketing activities during the first quarter for FY14 included the following:***

- Past Quarter "Initiatives":
  - Contracted with Live Nation for a February 13, 2014 arena date with "***The Band Perry***."
  - Contracted with Troupe America, Inc. for an April 17 theater date for two showings of "***A Mighty Fortress Is Our Basement***".
  - Contracted with ***Act 5 Entertainment*** for a theater performance of ***50 Shades: The Musical*** in February.
  - Five Flags will be presenting the ***Jim McDonough Spring Concert Tour*** in May, 2014.
  - Communicated with ***Iowa High School State Basketball Association*** and committed to offering Five Flags as a host site for early rounds of the state basketball tournament – beginning in March, 2015. ***IHSSBA*** is considering revamping the current state playoff structure and will make a ruling in early 2014. Should the re-structuring occur, Five Flags would be considering a 10-year potential availability commitment to host early tournament rounds.
  - Currently have booking "holds" for ***WWE*** in June 2014; ***Harlem Globetrotters*** in January 2015; and ***Disney Live*** in February 2015.
  - Placed a "hold" for a ***Cardin Circus*** date in May 7, 2014
- Past Quarter Event "highlights":
  - ***Sesame Street Live "Make A New Friend*** played Five Flags for the shows prior to ***Thanksgiving Holiday*** in November – which is their traditional Dubuque show date.
  - ***Dubuque Drum and Bugle Corp*** held their fall auditions over a full weekend following Thanksgiving. The Corp occupied the full arena, meeting rooms, promenades, and theater stage. Included in their full-weekend of activities was their annual fall banquet.
  - ***Jim McDonough Holiday Grande 2013*** played two shows in the theater in mid-December to a loyal group of fans.
  - Five Flags hosted the third bi-annual "***All the Way Home***" informational expo in October. The event was coordinated by the ***Tri-State Veterans Association*** and funded by the ***Veteran's Administration***.
  - ***Dock Dogs Annual Awards Gala and Awards Banquet*** was a new component of the overall ***Dock Dogs World Championships*** hosted in November at Five Flags. The social aspect of the gala (food stations and bars) were set up in the Lower Promenade and the theater was utilized for the awards ceremony.
  - ***St. Mark's Enrichment Center*** moved the location of their annual ***Jingle Bell Hop*** from the Dubuque County Fairgrounds to Five Flags in December. The venue's downtown location was advantageous to many of the families who utilize St. Mark's services.

- **Dubuque Area Labor Management Council** sponsored “**Career and Technical Fair**” for sophomores from area high schools in October. Students interacted with local area employers and activities included operating a front-end loader and simulator.
- Five Flags added another dance studio to our client list. **Almost Famous Dance Studio** booked their winter recital at the Five Flags Theater. The event was scheduled for December and inclement weather resulted in the event moving to January. The **Almost Famous Spring Recital** will be held in May, 2014.

## FIVE FLAGS EVENT CALENDAR – FY14

### First Quarter Events

#### July 2013

Rising Star - “The Music Man”  
 City Civil Service Testing  
 All that Jazz - “rain site”

#### August 2013

Rising Star - “Annie”  
 All that Jazz - “rain site”  
 Irish Hooley – “rain site”  
 Civil Service Testing

#### September 2013

Corpus Christi I AM Love  
 Campaign  
 City of Dubuque Expo  
 City Spirit Luncheon  
 DSO Arts Trek  
 Men are from Mars Women are from Venus Live!  
 All that Jazz - “rain site”

### Second Quarter Events

#### OCTOBER

DSO Rehearsals  
 DSO Arts Trek  
 Tri-State Veterans “*All the Way Home*” Conference  
 Fly-By-Night “*Moonlight and Magnolias*”  
 DALM Council “*Career/Tech Day*”  
 City Leadership Meeting  
 Civil Service Test

#### NOVEMBER

UD Phi Beta Sigma Social  
 Loras College Open Wrestling  
 DSO rehearsals/performances  
 Dbq. Sr. HS “*Time Stands Still*”  
 Dock Dog World  
 Championships & Awards Gala  
 Sesame Street Live “*Make A New Friend*”  
 Colts Drum and Bugle Corp  
 City Leadership Meeting  
 City Human Rights Meeting  
 Civil Service Testing

#### DECEMBER

DSO rehearsals performances  
 Dubuque Rotary Holiday Party  
 Jingle Bell Hop  
 Jim McDonough Holiday Grande  
 Dubuque Dance Studio  
 Night Storm Teen Dance  
 Colts Drum & Bugle Corp practice  
 City Leadership Meeting

#### **Staff Development**

##### ***Staff updates and activity occurring during the first quarter includes 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 **Dubuque Chamber of Commerce** and **Chamber Ambassador** ribbon cuttings.
  - **Dubuque Rotary Club** recently recognized members who had achieved the **Paul Harris Fellow** service status. Joyce White was recognized for receiving her third Paul Harris Fellow.
  - 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 was elected as **2014 President for Dubuque Jaycees**. Other community service included assisting with the holiday decoration of **Washington Park**.

- John Richardson was nominated to the ***Dubuque American Legion Post 6 Board of Directors***. John is past-Commander of the Post and continues to serve as the editor of ***Postscript***, the local post's newsletter.
- Ali Levasseur was elected as ***2014 President of DCFAS*** in addition to having been nominated by her alma mater, ***Clarke University***, for the ***Rising Star Alumni Award***. Ali also served on the ***Carnegie Stout Public Library Art Subcommittee*** and attended monthly meetings.
- Dan Holtkamp volunteered time as a stagehand for the ***Hope Church Christmas pageant***.

  

- SMG Corporate Conference Calls
  - Ali Levasseur participated in monthly regional conference calls to discuss marketing initiatives.
  - Alyson Tasker and John 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.

**Adjournment of Monthly Commission Meeting:**

Commissioner Daugherty motioned to adjourn the meeting. Commissioner Hill seconded, all approved.

***Next meeting: in the General Manager's Office on Monday April 28, 2014 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.***