

Five Flags Commission Meeting Monday April 25, 2011

Present: Bryce Parks, Cindy Fuller, Rod Bakke, Barb Kurt, Joyce White, Don Howes, and Ali Levasseur

Absent: Marie Ware

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Fuller motioned to approve minutes of January 24, 2011 meeting. Commissioner Parks seconded the motion, all approved.

Old Business:

- General Manager reported Lipizzaner Stallions canceled the April 26 performance at Five Flags. Lipizzaner Stallions canceled all Iowa shows and will re-route this area in the fall.

New Business:

- General Manager reported Commissioner Field officially resigned. Kevin Firnstahl at City Clerk's office has been notified to begin the process to appoint a new commissioner.
- Commissioner Bakke motioned, the Five Flags Center Commission thank Marilynne Field for her service and wish her luck. Commissioner Parks seconded, all approved.

General Manager, Joyce White, delivered the following reports:

Operations Department:

- Interior cosmetic improvements are continuing to be addressed by the operations staff.
- Downtown Dubuque was hit by a hail storm on Sunday, April 3. Operations personnel inspected the membrane roof and RTU and reported "minor denting" but no significant damage occurred. Storm and inspection date were recorded in SMG Big Foot Maintenance.
- Commissioner Fuller asked if we need an Insurance Inspector to verify and document there is no significant damage. General Manager will initiate inspection.

Safety Committee

- In conjunction with Severe Weather Awareness week in Dubuque, Five Flags designed an "event scenario", assembled Safety Committee members, and participated in a mock evacuation drill on Wednesday, April 6, as the National Weather Service sounded a live warning system to initiate the drill.
 - GM observed good thought process and communication relative to execution of plan and commitment to protecting and providing a safe environment for our patrons.
 - Safety Committee met and critique execution following drill and determined that evacuation maps should be reproduced "in color" and located in strategic areas.

- DHS (Department of Homeland Security) offered a free, online training program to individuals and organizations designed to increase workplace security awareness. John Richardson has taken the course and will report relative value of the training for remaining staff members at the next Safety Committee meeting.
- IAVM (International Association of Venue Managers) has offered an online course, "Trained Crowd Manager", which provides skills necessary to manage safe crowd movement, means of egress, assist venue occupants and well as oversee emergency response and evacuations plans. John Richardson has taken the course and will report relative value of the training for remaining staff members at the next Safety Committee meeting.

Marketing, Promotions, and Events Interests:

- Dubuque Soccer Club finished their "inaugural" indoor season at Five Flags at the end of March. The weekend tournaments didn't materialize as projected; however, the addition of the soccer club to the building's programming was positive. Soccer Director, Marc Riley, indicated the program was good for kids and parents and hoped we could continue next year.
- When soccer weekend cancelled, GM quickly picked up a Nationwide Expo merchandise sale, on April 1, 2, and 3. The building netted a little over \$2,200 in rent versus remaining dark.
- Eastern Iowa Outlaws Roller Derby completed their "inaugural" season at Five Flags with the seventh bout of their season on April 16. The programming has been a positive experience for the Outlaws, the community, and Five Flags. The contract has been extended to include the 2011-2012 season.
- Slim Good Body (educational program) cancelled May show in Dubuque quoting "the show is doing terribly across the country".
- Due to poor ticket sales, Lipizzaner Stallions cancelled all Iowa shows, including Dubuque's show scheduled for April 26.
- Management has received neither a confirmation nor a rejection for a proposed Thomas and Friends date for Dubuque.

March "primary" Events:

- Barney's Birthday Party
- DSO Performance and DSO Youth Ensemble
- Prudential All Associates Meeting
- Multicultural Center "Taste of the World"
- Legislative Forum
- Dubuque AKC Kennel Club Dog Show
- Hempstead Variety Show
- Soccer
- City Meetings

April "primary events"

- Dubuque Symphony Orchestra (Madama Butterfly)
- Nationwide Expo Merchandise Liquidation Sale
- Outlaw's Roller Derby
- Lipizzaner Stallions *-cancelled*

- Red/Green (IPTV)
- City Expo and Spirit Luncheon
- City Management Meeting, Engineering Meeting, and Civil Service Exams (3)

F&B Department:

- F & B revenue opportunities for the month of April included Outlaws Roller Derby, DSO and Wahlert's Musical Show.

Financial, Accounting Reports:

- Five Flags proposed FY12 Operating Budget approved by Commission at March meeting will be presented to City Council for approval May 2, 2011.
- March's adjusted gross income was up approximately \$29.2K from budgeted – primarily because events budgeted as revenue in February actually occurred in March (a Disney show and the Bull Ride). Actual expenses were down \$8.7K to budget – utilities were down and the building is still experiencing some salary savings in the F & B manager's position.
- At end of March, the Rolling Forward Forecast on June 30 indicates that Five Flags will come in under budget.

Other:

- General Manager discussed end of year purchases:
 - Handrails to west bleachers and Sec. 3 chair platform: \$2000
 - OSHA required change of electrical boxes from metal to plastic. Staff will modify half of the current inventory in the arena: \$1,500
 - Crowd Safety training course for full time and part time event staff: \$1,700
- Commissioner Parks recommended Dubuque Soccer Club write a DRA grant to buy Astroturf for use in Five Flags Center.

Adjournment of Monthly Commission Meeting:

Commissioner Bakke motioned to adjourn the meeting. Commissioner Fuller seconded. All Approved.

Next meeting: in the General Manager's Office on Monday May 23, 2011 at 4:00PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.