

Five Flags Commission Meeting Monday May 23, 2011

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

Guest: Sue Balsamo

Absent: Cindy Fuller

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Kurt motioned to approve minutes of April 25, 2011 meeting. Commissioner Bakke seconded the motion, all approved.

Old Business:

- General Manager reported City of Dubuque Travelers Insurance inspector and adjuster would be inspecting the civic center and theater roof for hail damage in coming week.
- GM reported all full time staff, part time house managers, and security staff will take the IAVM (International Association of Venue Managers) "Trained Crowd Manager", an online training course discussed at April 25, 2011 meeting.
- Commissioner Bakke asked for an update on Black Hills fuel charges. Don Howes reported a second letter had been sent. Commissioner Bakke offered contact information for Laura, a friend at Black Hills as a direct contact to work with.

New Business:

- Sue Balsamo, chair of Theater Lobby sub-committee reported on the committee's work. See full report attached at end of minutes.
- Commission made following recommendations for sub-committee
 - Five Flags should ask the Historical Society to return the original candy counter used in the theater to Five Flags. The candy counter will function as a concession stand for future as well as past theater patrons.
 - Place a framed "Joe Sent Me" album in theater lobby.
 - Continue the projects listed and get the TV monitor and slideshow for display.
 - Create a "Friends of Five Flags" nonprofit 501c3 organization to continue this type of work.

General Manager, Joyce White, delivered the following reports:

Operations Department:

- Staff is disassembling the old 30-year old wooden bleachers in Gate G in preparation to clear the gate for expanded usage and storage. The disassembled product will be scrapped out.
- At direction of Marie Ware, Operations Department took four "mortar" samples from the old theatre in preparation of the City letting an RFP for tuck pointing.
- Operations department purchased and installed 10 "P" hand rails in the "old" retractable bleacher seating area at Gate A. The specific seating area was never

required to have hand rails but Safety Committee determined the \$1900 investment was advisable due a previous patron fall and patron demographic in general.

- J.R. Richardson, Bob Richardson, and Joyce White attended a presentation by Crescent Electric regarding current trends in “sustainable lighting” held at the Grand River City on May 5. Marie Ware recommended staff attendance as the City begins considering upgrades for Five Flags arena lighting.

Safety Committee

- In conjunction with committee’s recent National Severe Weather focus, Five Flags purchased a portable weather and police scanner for the building.
- New fire and severe weather, evacuation and relocation plans, respectively, were completed and will be reviewed at the May Safety Committee meeting.

Marketing, Promotions, and Events Interests:

- The George Carden Circus brought an old fashioned three-ring Shriner’s circus to Dubuque and played two performances in May. The event included seven cats, five elephants, pony rides, beautiful show dog acts and aerial performances. Both performances were well attended and staff added 80 additional chairs for the final show and no one was turned away.
- Red/Green, promoted by IPTV, played the theatre on April 30 to a full and appreciative house.
- May events and promotion of events is primarily focused on community programming such as studio dance recitals and high school graduations.
- Five Flags was notified that Thomas and Friends’ extended tour would not include Dubuque as they were only considering facilities that offered to co-promote. Five Flags had offered a very generous rental deal.
- DSO’s Arena Pops (Elton John Tribute band) did not sell as well as previous tribute bands such as The Beatles Mystery Tour and ABBA.
- Management is in discussion with a regional promoter avenue available for the creation of arena events such as antique car shows, dart and pool tournaments.

F & B Department

- F & B revenue opportunities for the month of April included Outlaws Roller Derby, DSO and Wahlert’s Musical Show. May’s F & B revenue opportunities include DSO Arena Pops, the circus, Night Storm Dance Club and Studio 5-6-7-8.

STAFF DEVELOPMENT

- Don Howes attended the recent SMG Corporate Finance meeting in Dallas.

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)

May “primary events”

- DSO Arena Pops – Saturday, May 7
- DSO Youth Ensemble – Sunday, May 8
- Civil Service Exam – Tuesday, May 10
- City Management Meeting – Tuesday, May 10
- George Carden “Shrine” Circus – Wednesday and Thursday, May 11 and 12
- Melanie Devaney in Concert – Friday, May 13
- Night Storm Dance Club – Saturday, May 14
- Studio 5-6-7-8 – Friday, Saturday, Sunday, May 20, two shows on 21, 22
- Rising Star Theatre Company (auditions) – Sunday, Monday, Tuesday, May 22, 23, 24
- Dubuque Public School System – Friday – Sunday, May 27, 28, 29
- Fly-By-Night (move-in) – Saturday, May 28

Financial Manager, Don Howes, delivered the following reports:

Financial, Accounting Reports:

- Five Flags FY12 Operating Budget passed on the Consent Agenda at City of Dubuque Council meeting on May 2. Joyce White, Don Howes, and Marie Ware were present at the meeting.
- The benchmark was estimated according to section 4.2(i) of the Management Agreement with the City of Dubuque and was calculated using a CPI-U of 2% on May 31, 2010.
- April's adjusted gross income was down \$11.6K from budgeted – primarily because events budgeted as revenue in April actually occurred in February (for example, AMP Monster Truck). 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 April, the Rolling Forward Forecast on June 30 indicates that Five Flags will come in under budget.
- Management will put together an “end of year purchases” request to be approved by Marie Ware.

Adjournment of Monthly Commission Meeting: Commissioner Parks motioned to adjourn the meeting. Commissioner Kurt, seconded, all approved.

Next meeting: in the General Manager's Office on Monday June 27, 2011 at 4:00PM. Five Flags staff will place an email “Thursday before” to remind commissioners of the meeting.

Five Flags Theatre Lobby Sub-committee
Report to Civic Center Commission
May 23, 2011

Projects completed: Memorabilia Display
3 banners with historical information
Window seat cushions
New draperies
Licciardi 'Cellist' cleaned, framed and hung
Walls in north lobby painted
Cabinet fronts painted

In progress: UV film applied to lobby windows
Brass railing installed to guide patrons down incline
Trash and Recycling receptacles
Frame improvement in inner lobby

Budget:	Spent:	\$7,831.80
Estimate for balance:		<u>\$5,800.00</u>
		\$13,631.80
Total Funds available:		<u>\$25,200.00</u>
Funds not used:		\$11,568.20

About \$2200 over estimates – almost \$1000 in donations from a grant, private donors and vendor contributions.

The only project that didn't get done was building custom cabinetry for concessions and coat storage with additional display space.

The committee decided not to spend the funds for that piece – they felt with a tight City budget, it would not be a prudent use of taxpayer dollars.

Energy savings are anticipated from the UV coating – both heating and cooling.

Options: Old candy counter might be available to use as display or replace current bar and the cabinetry could be
More memorabilia and displays in recessed area if it was put out to the public.
Fundraising could be done with the ceiling tiles and the "Joe Sent Me" albums and more private solicitations.

Submitted by Sue Balsamo, Chair of Theater Lobby Committee