

## **Five Flags Commission Meeting Monday October 26, 2009**

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

**Absent:** All Commissioners were present

Commissioner Parks called meeting to order

**Approval of Minutes:** Commissioner Balsamo made a motion to approve minutes of September 29 meeting. Commissioner Bakke seconded the motion, all approved.

### **Old Business:**

- Commissioner Balsamo reported that the committee for Theater Lobby has been formed and will have its first meeting on November 23. Members include Commissioner Balsamo, Commissioner Kurt, Ali Levasseur, Geri Shaffer, and Heather Norman. General Manager (GM) will attend the first meeting.
- Commissioner Parks reported the City of Dubuque and DICE have signed the contract to build a new ice rink. DICE has not reported exactly which piece of ice equipment they will remove from Five Flags. Discussion ensued relative to when the equipment will be taken out of the building and possibility of Ice for Disney or other ice events. GM explained that the current ice staff will be retrained for work in other areas of the operation.
- Commissioner Bakke inquired as to the status of the new phone system. GM reported that it is up and running. Ali fully utilizes the equipment, while others are still learning the system's capabilities.

### **New Business:**

- Commissioner Parks presented the Commission with a draft copy of a cover story article he was writing for his paper, 365ink. The story, which is designed to provide historical and current perspective on the usage of Five Flags, will be out in print October 28, 2009. Commission members discussed the scope of the article and offered comments. GM expressed the importance that the article be representative of the entire Commission; therefore, reflect the weight and strength of the commission "body". Commissioners agreed to read through the copy and email Bryce with any suggestions or changes. While interviewing various community members, Commissioner Parks learned that many Dubuque residents were unaware that the ice would be removed from Five Flags and most had assumed that the new rink would provide a "second" sheet of ice for the Community.

### **General Manager Delivered following reports**

#### **Operations Department:**

- GM handed out copy of CIP budget for FY 2011-FY 2015
- Department has requested samples and estimates for purchasing tables and chairs. Purchases will be made by combining funds from CIP FY09, FY10, and FY11. Redistribution of CIP budget line items may allow purchasing a floor scrubber in 2010. The existing scrubber is worn out at approximately fifteen years old.

- Requested that CIP funds allocated to purchase an espresso machine be moved forward to 2010 as the equipment could be utilized as the Five Flags business model reverts back to meeting/parties/conventions.

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

- Booked Joel McHale comedy show for Loras College on Saturday, December 5
- Music and More (Scott Thomas) booked Papa Roach for October 28.
- A contract has been extended to Ice Racing Championships for March 20, 21, 2010 (awaiting signature)
- Purchased booth at “A Salute to Women” Conference on October 22 – offering complimentary event tickets and Five Flags Gift Cards as door prizes.
- Partnered with Dubuque Chamber to send out e.sheets, monthly electronic mail messages distributed to the Chambers 1,800 member mailing list. Participation in the Chamber’s e.sheet program is limited to 15 businesses. Five Flags will be participating from October through March and design each e.sheet to promote four events.

#### **September Events:**

- Thunderbird hockey – September 9, 26
- Bill Gaither Vocal Band – September 12
- City Management Team – September 15
- City Leadership Training (Dale Carnegie Training) – September 16, 30
- Referee Clinic – September 19
- City Meetings (Cultural Conflict Training) – September 21-25
- Youth Hockey Equipment Rental – September 22, 23
- Youth Hockey Clinic – September 28, 29, 30, October 1
- FBN “All My Sons “ – September 25, 26, 27

#### **October Events:**

- FBN “All My Sons” – October 2, 3, 4
- Thunderbird Hockey – October 9, 10, 30, 31
- DSO – October 17, 18
- DSO Arts Trek – October 23
- MMA Evolution – October 24
- Lord of the Dance – October 25
- Papa Roach – October 28
- Various City Meetings – on October 13, 14, 20, 27
- Chamber Member Appreciation (launch volunteers) – October 23
- Coaches Clinic and Youth Hockey Meeting – October 4, 12, respectively

#### **Current Box Office On Sales:**

- DSO
- T-Birds
- “Of Mice and Men”
- Papa Roach
- Lord of the Dance
- Lee Greenwood – “A Tennessee Christmas”
- Joel McHale Comedy Show
- Cats

- Jim McDonough “Holiday Grande”
- MMA Evolution
- Sesame Street
- Disney Playhouse

### **Financial, HR, Accounting Reports:**

Don Howes gave monthly financial report highlights.

- Event Totals reflected Bill Gaither had Gross Tickets Sales of \$63,687.50. This event provided the building with net income of \$12,430.66. Total Net Event Income for September was \$23,971.52.
- The month of September reflected we exceeded our budget by approximately \$24K.
- Primary reasons for September’s overage resulted from over budgeting ice revenue by approximately \$15K and an overage in labor expenditures of approximately \$7K due to labor required to make ice.
- Actual Monthly Net Income (Loss) \$242,442; budgeted \$251,810.
- The Rolling Forecast has adjusted Projected Other Operating Income to \$127,806 which now includes a full season of hockey revenue. Total Actual/Projected Net Income (Loss) is projected to be \$714,054; budgeted to lose \$781,087.
- Bob Richardson is out on workmen’s compensation due to having rotator cuff surgery. He is currently expected to return to work in early November, with work restrictions.

### **F&B Department:**

- New graphics for concession board menu have been installed.

### **Staff Development:**

- Jenni Welsh has recently completed a four week Dale Carnegie Leadership Training program.

### **Adjournment of Monthly Commission Meeting:**

Commissioner Balsamo made a motion to adjourn the meeting. Commissioner Kurt seconded.

*Next meeting: in the General Manager’s Office on Monday November 23, 2009 at 4:00PM.  
 Five Flags staff will place a call “Thursday before” and a “Monday of” email to remind commissioners of the meeting.*