

## **Five Flags Commission Meeting Monday November 23, 2009**

**Present:** Bryce Parks, Rod Bakke, Susan Balsamo, Gil Spence, Joyce White, and Don Howes

**Absent:** Barb Kurt, Cindy Fuller, and Ali Levasseur

Commissioner Parks called meeting to order

**Approval of Minutes:** Commissioner Balsamo made a motion to approve minutes of October 29, 2009 meeting. Commissioner Bakke seconded the motion, all approved.

### **Old Business:**

- Commissioner Parks asks for feedback from 365 Cover Article out October 29-November 11, 2009. GM reports no feedback given directly to building, but felt it was very well written. Commissioner Parks reported he received positive public comments.

### **New Business:**

- Theater Lobby Committee met for first time on November 23, 2009. Sue Balsamo, Ali Levasseur, Joyce White, Ellen Henkels, Christy Monk, Jan Stoffel, and Heather Norman were present. Geri Schafer and Barb Kurt were unable to attend. The group generated a number of good ideas including; replacing the faded photographs, incorporating digital displays, identifying and displaying important City owned art, and commissioning a permanent “lobby bar”. Ali will initiate an Art Inventory and Catalog to share with the committee. Committee will assess associated costs and deadlines to determine which realities can be achieved for the 100 year anniversary of the historic theatre.
- Commissioner Bakke and GM shared that a date has been secured for Michael Feldman’s “*Whad’YA Know?*” performance in the theater on October 16, 2010. Iowa Public Radio will co-promote the show with the Feldman group. GM reported that the announcement culminated three years of joint effort to convince the show to come to Dubuque. Commissioner Bakke reflected that 2010 would represent the 100<sup>th</sup> anniversary of the Five Flags Theatre and the 25<sup>th</sup> anniversary of Michael Feldman’s show. Discussion was held on different celebration ideas.

## **General Manager Delivered following reports**

### **Operations Department:**

- New PA system has been successfully installed and includes providing sound to the basement.
- A new ceiling will be installed for the work area and hallway leading to the Box Office and Accounting Office.
- Awaiting a determination from City regarding shifting funds into the CIP2010 budget allowing the purchase of a new floor scrubber, espresso kiosk, pipe and drape, and audio visual equipment.

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

- Following up and continuing to press for a Wiggles show for mid-year 2010.
- Following up on possibility of a Ron White show in early 2010.
- Considering booking the nationally touring show, “In the Mood”, for the theatre next fall.
- WWE released their hold on February 12, 2010.

- Subscribed for six months to the Chamber e.sheet which will reach an 1800 distribution list.
- Responding to a CVB RFP for an Oldsmobile Classic Car Show in 2011.
- Held meetings with Greg Yoko of Team Dubuque and Sean Esterhuizen, Clarke Soccer Coach regarding playing indoor soccer as a possible revenue generating sport to help offset the loss of ice revenue.
- Participating in Street Jaw, a new marketing tool from 365.
  - Commissioner Parks quickly explained Street Jaw is a proximity-based, real time marketing tool utilizing mobile smart phones and offering up-to-date info on venues and events in close proximity to location.

#### **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
- Public Skate – October 11, 18

#### **November Events:**

- Thunderbird Hockey – November 6, 7, 13, 14, 20, 21, 28
- Of Mice and Men – November 6
- DSO – November 14, 15
- Sesame Street (3 shows) – November 24 and two shows on November 25
- Festival of Trees – Breakfast with Santa, Skate with the Thunderbirds – November 28
- DSO Youth Concert – November 30
- Various City Meetings – November 5, 10, 12, 16, 17, 18, 30
- Dubuque Youth Hockey Board – November 12, 18
- Public Skate – November 1, 8, 15, 22, 29

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

- DSO
- T-Birds
- Lee Greenwood – “A Tennessee Christmas”
- Joel McHale Comedy Show
- CATS
- Jim McDonough “Holiday Grande”
- Sesame Street
- Disney Playhouse
- Ticket sales are down across the country according to SMG corporate. Commissioner Balsamo asked who determines ticket prices. GM explained that the promoter and building management collaborate to determine an appropriate ticket price.

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

Don Howes gave monthly financial report highlights.

- Total Net Event Income for October was \$46,924.15. Ice related events represented approximately 44% of total net income for October with events from Thunderbird games and other ice related events, earning \$10,691.24 and \$9,757.4, respectively. Papa Roach and Lord of the Dance both brought in approximately \$5,000 each.
- Gil Spence asked approximately how much time ice related events consume. Don Howes reported about 70-75% of time is use by Hockey.
- From Rolling Financials, Don reported
  - Forecasted Adjusted Gross Income \$374,957; Budgeted \$350,690Don reported Five Flags is working to keep Employee Wages and Utility Expenses down
  - Forecasted Employee Wages & Benefits \$741,962; Budgeted \$801,993
  - Forecasted Utilities \$262,686; Budgeted \$273,307
  - Forecasted Net Income (Loss) is (\$704,427); Budgeted (\$781,087)

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

- In event mode providing food and beverage for multiple and sometimes simultaneously occurring events.

### **Staff Development:**

- Five Flags Center joined the NICC Business Consortium for the purpose of providing affordable staff training and development on a variety of topics. Five Flags investment was \$1,455, which will allow one staff member to participate in a seven-session professional “Leadership Institute” designed and taught by NICC. The program runs January through May, 2010. Other staff members will participate in a variety of educational modules ranging from “Understanding Financial Statements” to “The Business Writing Tiger”.

### **Other:**

- Ted Scherr, General Manager of Five Flag’s anchor tenant, the Dubuque Thunderbirds, died unexpectedly on Wednesday, November 18, 2009.
  - Commissioner Bakke recognized the contribution and dedication Ted Scherr had to Hockey and the building.
  - Five Flags Staff sent card and bouquet to wake and funeral. Commission decided to send card to Scherr family. Card would be dropped off at Five Flags, Ali Levasseur would then contact all Commission members to come and sign the card before sending it out.
- Commissioner Balsamo asked Gil if his replacement had been found. Gil reported no replacement has been found yet, but they are in the process.

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

Commissioner Balsamo made a motion to adjourn the meeting. Commissioner Bakke seconded. All Approved.

***Next meeting: in the General Manager’s Office on Monday December 28, 2009 at 4:00PM. Five Flags staff will place a call “Thursday before” and a “Monday of” email to remind commissioners of the meeting. GM will be out of town and the meeting and management will be represented by Don Howes and Ali Levasseur.***