

Five Flags Commission Meeting Monday January 24, 2011

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

Absent: Marilynne Field

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Bakke motioned to approve minutes of November 22, 2010 meeting. Commissioner Parks seconded the motion, all approved.

Old Business:

- General Manager informed commission the WWE hold for July 29 was released because of conflict with County Fair.
- Commissioner Bakke asked how the clean out of old equipment was going, specifically the old wooden bleachers. Commissioner Fuller stated the other wooden bleachers were sold to a contractor to use wood for a different project. Commissioner Fuller will get contact information to General Manager.

New Business:

- Jim McDonough Holiday Grande Show was rescheduled for January 29, 2011.

General Manager, Joyce White, delivered the following reports:

Operations Department:

- Recent maintenance activities have focused on the upper and lower promenade – areas most visible to the public. Specifically, ballasts and bulbs have been ordered for the “flood uprights” at the east end of the arena. Five ballasts have been ordered at \$140 each and \$36.29 each per bulb.
- Recent inspection and repair of the artwork on the south side of the Main Street entry has included replacing all wall anchors with new and longer screw. One additional piece is currently under repair and will be re-hung in coming days.
- Staff is continuing to reorganize storage areas to accommodate new chairs and storage carts, tables, and pipe and drape.
- Recently received new audio/visual equipment which includes: two screens and “dressing kits” (9’ X 12’ and 10.6’ X 14’), projectors – one with multiple lenses and two others, one Blue Ray and two standard DVD players. Portable sound items include a mixer and equalizer, racks, speakers, lights, dimmers, etc.
- A concert lighting package has also been submitted.

Marketing, Promotions, and Events Interests:

- This past week, building has been shown three times relative to potential meeting space. I’m optimistic that we’ll book the wedding and the kindergarten screenings for FY12.
 - Wedding - Theatre
 - Private party – Bijou Room
 - Kindergarten screenings – Upper Promenade and Majestic Room

- Also held discussions with Roller Derby promoter about a men's EXPO event in May or June.
- Conceptual meeting with Colts regarding holding camps at Five Flags held on January 24. Colts envision utilizing the building Friday through Sunday for 2 or 3 camps throughout the year. Previous camps have taken place at Roosevelt Middle School in the past. General Manager will put together an Estimate and get back with the Colts.
- Promotion activities for AMP Live Monster Truck include giveaways at Big Boy Toy Show, listing in Chamber's February e-Sheet, February 365Inc, and February's Sport Outlook tabloid
- Promotion activities for Riverdance – "Two for Tuesday" purchases through TM (1/15-18)
- Meeting and processing detail relative to Big Boy Toy Show on January 28 & 29. A new feature, Beer and Food Pairings, a Beer School, and Brian Imbus Illusionist Show are scheduled for Friday, January 27.
- Compared to January, 2009, the January 1, 2011 Harlem Globetrotter matinee reflected a 16% decrease in attendance and a 2% decrease in gross ticket sales. *Five Flags net income increased by \$1000 from 2009 – representing a decrease in labor attributed to "no ice".*

December "primary" Events:

- DSO "Holiday Pops"
- IBM Interviews
- John Berry Concert
- Mannheim Steamroller
- Jim McDonough Holiday Grande 2010 (*postponed to January*)
- Eastern Iowa Roller Derby
- City Management Meeting

January "primary events"

- Harlem Globetrotters
- Soccer practice (Tuesdays, Thursdays, and some weekends)
- All Iowa Open (Dance and Cheer Competition)
- Eastern Outlaws Roller Derby
- IBM
- Dubuque Main Street (Farmer's Market Meeting)
- Big Boy Toy Show
- Jim McDonough's Holiday Grande 2010
- Fly-By-Night (Dead Man's Cell Phone)

Box Office "On-Sales" | December and January:

- Dubuque Symphony Orchestra
- John Berry Concert
- Jim McDonough Holiday Grande 2010
- Mannheim Steamroller
- Outlaw's Roller Derby
- Riverdance

- AMP Live Monster Truck
- Barney (Purple Dinosaur)
- Harlem Globetrotters
- Glass Menagerie

F&B Department:

- Tested the viability of opening concession stand at Gate A for the Tuesday and Thursday soccer practices. After providing concessions for two weeks on Tuesday and Thursday evenings, and accumulating a collective loss of \$162, management has ceased offering concessions for soccer practices but will continue to offer concessions at Saturday or Sunday games. Weekend games will continue to offer concessions on weekends – provided we are able to increase the net profit over time.

Staff Development:

- CPR and AED Training set for management and event staff on February 8 and 19, respectively
- TIPS training set February 10 for approximately 25 management, FOH, Security, and Concession's staff
- Webinar's offered and recently attended by staff were:
 - Joyce and Ali attended SMG's Sales K'nekt webinar on January 11.
 - Ali, Alyson, Joyce, and Don attended Ticketmaster webinar also on January 11.

Financial, Accounting Reports:

- December financial losses exceed budgeted losses by \$19K – due in part to the postponement of Jim McDonough's Holiday Grande theatre performance. Artist was ill and postponed show until January.
- Estimated position at June 30 reflects expenses over benchmark by approximately \$7K. Management is fully aware of financial position and expenditures (each and every purchase, labor, etc.) are being carefully monitored.
- Due to making ice and hosting Dubuque Fighting Saints tryout camp in June, 2010, we experienced a spike in our electrical usage which resulted being assessed an exorbitant minimum usage bill rate impacting all of FY11. An appeal to the Iowa Utilities Board has resulted in a subsequent billing reduction for Five Flags electrical bill back to 2009 kilowatt demand rate and a \$9,704 adjustment to the December utility bill.
- Preliminary budget process has begun for FY12.

Other:

- Commission decided to cancel February meeting; reports will be sent through email by February 28. Commission members can send any questions back to General Manager. Commission will meet again in March 2011.

Adjournment of Monthly Commission Meeting:

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

Next meeting: in the General Manager's Office on Monday March 28, 2011 at 4:00PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.