

Five Flags Commission Meeting Monday March 28, 2011

Present: Marilynne Field, Bryce Parks, Cindy Fuller, Joyce White, Don Howes, and Ali Levasseur

Absent: Rod Bakke, Barb Kurt, 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 Dubuque Soccer Club's season will terminate the last week of March. The "inaugural season" weekly practice times run like clockwork while most of the weekend tournaments were canceled.

New Business:

- Commissioner Field announced she felt she needed to resign due to her other commitments pulling her away from scheduled commission meetings.

General Manager, Joyce White, delivered the following reports:

Operations Department:

- In preparation for Monster Truck, Five Flags purchased and installed two CO2 sensor boards. Siemens technician inspected equipment and verified boards were communicating effectively with HVAC equipment.
- Relative to Monster Truck, operations staff and Dubuque Fire Chief conducted a facility walkthrough and reviewed building plans to resolve and improve the air quality issues experienced during last year's event. Fire Chief was comfortable with both the plans and preparations staff had made. This year's event presented no unacceptable air quality conditions.
- A visual display of "early Five Flags memories and paraphernalia" has been exhibited at the Main Street entrance and fills the void left by removal of the hockey trophies. Management has discussed incorporating a quarterly or semi-annual "rotating exhibit".
- Four operations department personnel have attended ten (10) hours of OSHA training at NICC during March, 2011. Attending the training were John Richardson, Bob Richardson, Ron Swift, and Dan Holtkamp.
- Recent A/V acquisitions enhanced Five Flags ability to host meetings and provided an excellent experience for Prudential to hold their "All Associates Meeting" in the Five Flags Theater in mid-March.
- The Safety Committee has added Alyson Tasker as a new member and designated chair.

Marketing, Promotions, and Events Interests:

- Relative to 2010, the 2011 *Professional Bull Ride* experienced an 8% increase in gross ticket sales but number of ticket sold remained flat. Increased revenue can be attributed to an increase in ticket price. From 2010, building costs to promoter

decreased by approximately \$1000 – directly attributed to the elimination of the expense related to covering the ice.

- Nationwide Expo, an electronic merchandise sale, has been booked for the building for April 1, 2, and 3. The building last held a merchandise sale in April of 2010.
- ***Not yet announced*** - following a three year effort to book the *Oakridge Boys* for a Dubuque Christmas Show, the *Oakridge Boys* will play a Christmas concert on November 27, 2011 (*persistence has prevailed*).
- Management is in discussion with a Thomas the Train representative regarding a June/July dates for Dubuque. This event has never “visited” the children living along the upper Mississippi.
- A third “*Night Storm Teen Dance*” event has been booked for May 14. The event has proven to be popular with Dubuque youth as the attendance at the two previous events has grown from 446 to 900 attendees.
 - Commissioners suggested we research when the High School Proms were scheduled to check for conflict and pass the information on the promoter.
- For the past several months, IBM has utilized Five Flags as a site to conduct and fulfill hiring quotas. Since the expiration of Greater Dubuque Development Corporation’s commitment to provide IBM with an interview facility, IBM has indicated future interviews would likely be done via telecommunications at their local headquarters in the Roshek Building.

February “primary” Events:

- Riverdance (February 2)
- Fly-By-Night (Dead man’s Cell Phone)
- Eastern Iowa Outlaws Roller Derby
- DSO
- IBM Interviews
- Night Storm Traveling Dance Club
- AMP Live Monster Truck
- Great Midwestern Educational Theatrical Company (The Glass Menagerie)
- Soccer
- City Meetings

March “primary events”

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

Box Office “On-Sales” - February / March:

- Dubuque Symphony Orchestra
- Outlaw's Roller Derby
- Riverdance
- AMP Live Monster Truck
- Barney (Purple Dinosaur)
- Glass Menagerie
- Hempstead Variety Show
- Lipizzaner Stallions (on sale March 29)

F&B Department:

- F & B revenue opportunities for the month of March included Barney's Birthday Bash, Bull Ride, Outlaws, and Dubuque AKC Kennel Club Dog Show. DSO and Hempstead Variety Show will offer beverages to patrons – primarily as a service.

Staff Development:

- Three additional personnel received TIPS (alcohol management) training on March 24 (Joyce White, Jil VanCleave, and Nancy Helling).

Financial, Accounting Reports:

- Five Flags proposed FY12 Operating Budget has been mailed to Commissioners for review.
 - Don Howes indicated the primary components of the proposed FY 12 Budget were based on:
 - a 1.8% increase in the CPI
 - a 2% increase in revenue and expensed
 - an increase in non-ticketed events
 - a reduction in labor costs
 - Commissioner Field made motioned to approve proposed FY 12 Budget; Commissioner Parks seconded; all approved.
- February's adjusted gross income was down approximately \$18K from budgeted – primarily because two events budgeted as revenue in February actually occurred in March (a Disney show and the Bull Ride) and a budgeted concert didn't materialize. Actual expenses were down \$8K to budget – which corresponds to labor that was budgeted for events, which didn't materialize.
- At end of February, the Rolling Forward Forecast on June 30 indicates that Five Flags will come in under budget.

Other:

Adjournment of Monthly Commission Meeting:

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

Next meeting: in the General Manager's Office on Monday April 25, 2011 at 4:00PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.