

Five Flags Commission Meeting Monday March 5, 2012

Present: Rod Bakke, Bryce Parks, Cindy Fuller, Joyce White, Don Howes, and Ali Levasseur

Absent: Barb Kurt

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Bakke motioned to approve minutes of February 6, 2012 meeting. Commissioner Parks seconded the motion, all approved.

Old Business:

- Commissioner Bakke asked for an update regarding fire restrictions imposed by DFD on events which involved sleepover use of Five Flags. General Manager reported that Five Flags has requested a representative from Simplex Grinnell review the building's fire drawings and provide a cost estimate for recommended modifications. General Manager also reported an update from Marie Ware which stated that the City administration has met with Fire Chief, Mark Ludescher and has asked for resolution to the issue which might include installation of additional fire alarms and/or hiring a third party security guard not affiliated with the event to be "on guard" during the overnight stays. No decision has been reached.

New Business:

- No new business reported at this time

General Manager, Joyce White, delivered the following reports:

Operations Department:

- HVAC system for office core was inspected by Siemens.

Marketing, Promotions, and Events Interests:

- Placed firm hold for Mannheim Steamroller for December 16, 2012. This is the same promoter who brought the show in 2010.
- Placed firm hold for Kenny Rogers on November 27, 2012. This is the same promoter that brought Oak Ridge Boys in November, 2011.
 - Commissioners expressed concern that these two shows may have the same demographic; which could split the ticket buyers. General Manager reported there will be crossover but it should not affect ticket sales.
- Placed hold for Girl Scout Dream Event on November 17, 2012. This will be the second year for this event.
- *Executed* contract National Holstein Association to host the cow show portion of 2014 National Holstein Convention in June 22-28, 2014.
- *Executed* contract with Jim McDonough for a spring performance on April 29, 2012.
 - *Commissioner Bakke stated he would share his information on small town newspapers to add to the contact list for press releases.*
- *Working on National Dock Dogs event, Dart Tournament, and Pool Tournament for October, 2012.*
- Pinnacle Combat MMA has made Five Flags Center their "Home" expecting events quarterly. Next event will be April 27, 2012.

February Events

- Dubuque Soccer Association (T-T from 5PM – 8PM) – February 2, 7, 8, 14, 16, 21, 23, 28
- FBN presents "Crowns" in conjunction with Black History Month – Feb 3 & 4
- City Engineering Department – February 2
- Bull Ride – February 10 & 11
- DSO (rehearsal Feb 7-10) – performances February 11 & 12
- University of Dubuque Pi Beta Sigma – February 11
- Gaelic Storm – February 14
- City Manager's Meeting – February 14
- Outlaws Roller Derby – February 18
- Bixby's Rainforest Inflatable's – February 25 & 26
- DSO Youth Ensemble – February 26

March Events

- Dubuque Soccer Association (T-T from 5PM – 8PM) – March 1, 6, 8, 13, 15, 20, 22, 27, 29
- Outlaws Roller Derby – March 10
- City Managers Monthly Meeting – March 13
- DSO (rehearsal Mar 13-16) – performance Mar 17 & 18
- Dubuque Kennel Club Dog Show – March 24 & 25
 - Commissioner Fuller suggested contacting Jane McCall at Humane Society to mention the dog show on her radio show and to get posters at the Humane Society Garage Sale.
 - Commissioner Parks suggested Dianne Kurt, president of the Dubuque Kennel Club could utilize her Diamond Jo contacts to promote the event.
- Dubuque Multicultural Center “Taste of the World” – March 31

F & B Department

- February’s programming had five F & B revenue generating opportunities (FBN’s “Crowns”, Outlaws, Bull Ride, Gaelic Storm, and Bixby’s Rainforest Inflatable’s).

Financial Manager, Don Howes, delivered the following reports:

Financial, Accounting Reports:

- January Adjusted Gross came within \$18 of budgeted net income/loss (Actual \$65,559 / Budget \$65,541)
- Actual YTD Income down \$8,410 compared to YTD budgeted income
- Actual YTD Expenses down \$28,398 compared to YTD budgeted expenses
- Actual YTD net loss down \$19988 compared to YTD budgeted net loss
- January forecast reflects beating the benchmark at fiscal year-end by \$34,530K (down from \$54K last month)
 - Removed from projected event schedule (and associated revenues and expenses)
 - Monster Truck
 - Unnamed Arena Concert
 - Slim Goodbody
 - Don Howes and General Manager are currently working on FY13 Budget

Staff Development

- John Richardson attended a two day Severe Weather Preparedness Course at the National Weather Center, Norman, Oklahoma on February 28-29. During this two-day course, students learned how to develop a severe weather preparedness plan for their venue, use forecast and radar information to monitor the weather, and design proper procedures for various severe weather situations. The program was sponsored by IAVM (International Association of Venue Manager’s).
- Alyson Tasker, Box Office Manager, was accepted to IAVM’s Venue Management School, a two year Management school.

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 April 2, 2012 at 4:00PM. Five Flags staff will place an email “Thursday before” to remind commissioners of the meeting.