

Five Flags Commission Meeting Monday October 29, 2012

Present: Barb Kurt, Rod Bakke, Bryce Parks, Joyce White, Don Howes, and Ali Levasseur

Absent:

Commissioner Parks called meeting to order.

Approval of Minutes: Commissioner Parks motions to approve minutes from July 23, 2012 meeting. Commissioner Bakke seconded, all approved.

Old Business:

- General Manager reminded the Commission of quarterly meeting schedule with next meeting January 28, 2013.
- General Manager reported on following events discussed at July 23, 2013 meeting
 - Have not heard from Ron White's management for movement on spring 2013 dates
 - The ACO "bean bag" tournament in partnership with Dubuque Convention and Visitors Bureau is not being pursued at this time.
 - Menopause the Musical has been taken off the calendar, hold was the same weekend as Julien Dubuque International Film Festival. The building and promoter saw this event as a direct conflict for demographic.
 - Teen Choice Awards touring show is tentative at this time.

New Business:

- Commissioner Bakke asked if George Straight might be attainable at this time, it is George's last tour. General Manager will get back to commission with any information she gathers.
- Cindy Fuller has retired from the Commission. McKenzie Hill, a new Dubuque resident has applied to sit on commission. She will be in front of City Council November 5, 2012 and council will vote November 19, 2012.
- Discussion was held of Five Flags working to market or promote the community use of the Building. To make sure the local tax payers understand how the building is used for community events and national touring entertainment. Commissioner Kurt suggested 365ink do a follow up story of Five Flags still going strong. Commissioner Bakke suggested getting a "did you know Five Flags is doing this" included in City Manager's report.

Financial Manager, Don Howes, delivered the following reports:

Financial, Accounting Reports:

- Income Statement: Current Actual Net Income (loss) (\$259,718) is \$13059 over budgeted (\$246,659).
 - Income lower based on events that were budgeted did not occur or were moved to different month.
 - Expenses were higher due to supplies and labor for locker room renovation
- Rolling Forecast: Net Income (loss) Projected (\$836,527) is \$5,270 below budgeted (\$841,897) and \$3,700 below benchmark (\$840,276).

General Manager, Joyce White, delivered the following reports:

Operations Department:

- Staff cleaned, repaired, and refurbished 32 year old chair platform in arena. A new motor purchased and installed.
- Building contacted Lightedge, the city's internet phone provider to schedule and install additional bandwidth to server
- Management submitted a proposal to Marie Ware for renovation of four locker rooms. Funding for project came through CIP budget residuals. Project included new shower area, shower tile, carpet tiles, and new coat of paint for all four locker rooms, connecting hallway and Gate B.
- Staff supervised the completion of **major structural issues** to the theater during this past quarter:
 - Repair of stone colonnade on theater fascia - **completed**
 - Spot tuck pointing worst breaches in mortar on theater exterior - **completed**

- Identified location of collapsed theater roof drain (included digging up and replacing sidewalk) – **completed**
- In conjunction with CIP FY13 budget, refurbished and replaced eight exterior theater lights.
- Theater Exterior was inspected by City building inspector, representatives from Planning Department and Historical Society. Inspection focused on tuck pointing and other general structural issues.
- Building submitted documents to City Sustainability Coordinator for new message center (marquee) and energy efficient lighting in conjunction with residual federal stimulus funding.

Marketing, Promotions, and Events Interests:

- Rising Star Theatre Company utilized Five Flags theater and Bijou Room for production of two outstanding shows – Hairspray and Pinocchio.
- Five Flags hosted the North Central Regional USA Roller Derby Tournament in mid-September. Five Flags was one of five venues across the US to host the Inaugural USARS Regional Roller Derby Tournament.
- Social Sense, a small marketing and technology company in Dubuque, has been contracted to conduct an overall assessment of Five Flags marketing plan with particular emphasis on social marketing.
 - Social Sense has designed and implemented an on-line survey, approximately 200 surveys were taken and information is still being compiled and analyzed (see attached survey analysis) Commissioner Kurt asked how the surveys were sent out. Ali Levasseur explained the surveys were distributed through our email distribution and announced on Facebook and Twitter.
 - Following new social media channels have been introduced: Foursquare, Pinterest, and a Five Flags YouTube Channel
- Five Flags designed and launched an updated website on August 1. Primary improvements included the addition of a user friendly event calendar as well as a slideshow of events.
- Staff is focusing on marketing efforts for the following upcoming events: MPA Pool Tournament, Kenny Rogers Christmas and Hits, Mannheim Steamroller, Harlem Globetrotters, Sesame Street, Dock Dogs World Championships, among many other events.

First Quarter Events

July 2012

Rising Star - "Hairspray"

August 2012

Rising Star - "Pinocchio"

September 2012

DHS – Kinderpalooza
Phi Beta Sigma "Step Dance"
DSO Arts Trek
Holiday Inn Meeting Space
City Human Right Meeting

DSO Auditions
City Leadership Meeting
Regional Roller Derby
Fly-By-Night – "45 Seconds from Broadway"

Second Quarter Events

October 2012

DSO Classic I
Don Tjernagel Comedy Monster
City Leadership Meeting
DSO Arts Trek
Outlaws Roller Derby
Grande
DSO Auditions
MPA Pool Tournament

November 2012

Loras Open Wrestling
DALMC Career & Tech Fair
DSO Classic II
Outlaws Roller Derby
Girl Scouts Dream Event

Dock Dogs World Championships
Native Spirit Dancer
Sesame Street Live
Colts Drum & Bugle Corp (camp)
Dubuque Dance Studio
Kenny Rogers Christmas and Hits
MMA Pinnacle Combat 11

December 2012

DSO Family Holiday Concert
DSO Holiday Pops
DSO Youth Ensemble
Mannheim Steamroller
Jim McDonough Holiday

Dubuque Soccer Club (camp)
Night Storm Teen Dance
Harlem Globetrotters

Staff Development

- Joyce White attended an SMG customized course entitled K'nekt III: Sales Accountability and Leadership in Charleston, SC.
- Alyson Tasker and Bob Richardson attended a corporate SMG Operations convention and IAVM's trade show in July in Ft. Lauderdale, Florida.
- Don Howes attended the two-day Iowa Human Resource State Conference in Des Moines.

- Heather Haggerty has worked as the Five Flags intern this past quarter. Heather will graduate from University of Dubuque in December with a degree in Business Administration with an emphasis in Marketing and Human Resources.
- Joyce White was appointed to the Dubuque Chamber of Commerce Board of Directors. She will serve as Chair, Convention and Business Bureau Division.

Other

- Venue passed inspection and renewed food service licenses by City of Dubuque Health Services Department
- In conjunction with SMG corporate-wide directive to fine-tune the venue's OSHA written requirements, Five Flags management is updating all written Safety Programs. Management engaged the services of a Certified Safety Specialists to conduct an audit on in-house safety records.

Adjournment of Monthly Commission Meeting: Commissioner Bakke motioned to adjourn the meeting. Commissioner Kurt seconded, all approved.

Next meeting: in the General Manager's Office on Monday January 28, 2013 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.