



Five Flags Civic Center Advisory Commission Meeting Monday July 27, 2015

Approved by Commission

PRESENT: McKenzie Hill, Bryce Parks, Rod Bakke, Tyler Daugherty

STAFF PRESENT: Joyce White, Shaun Rice, Kelly Spreitzer, Ali Levasseur

OTHERS PRESENT:

MINUTES

**APPROVED;
VOTE:**

Commissioner Parks motioned and Commissioner Bakke seconded, to approve the minutes of the April 27, 2015 meeting. The motion passed unanimously.

OLD BUSINESS:

GM Joyce White gave following report from Marie Ware on old business

- Marie is finalizing the request for proposal (RFP) for capital improvement projects (CIP) including the tuck-pointing of the Five Flags Theater and arena lighting package.
- Marie is delaying issuing the RFP on the structural and feasibility study of Five Flags Center until the City's Arts and Culture master plan is completed.

NEW BUSINESS:

Commission Chair Hill conducted the Oath of Office for commissioner Parks and Daugherty. Both will serve on the commission through June 28, 2018.

Originals will be returned to City Clerk's Office, hard and digital copies will be kept at Five Flags Center.

**MARKETING
PROMTIONS &
EVENTS REPORT:**

Marketing Coordinator, Kelly Spreitzer, reported on past quarter marketing initiatives and event highlights. Printed copies of the report were included in the Commissioner's meeting packet.

Commissioner Bakke asked how the Circus performance did. GM Joyce White stated that it did poorly in attendance compared to past years. The circus told the building that lower attendance had been true at most performances.

Kelly also reported that Five Flags has been developing a mobile friendly website to better serve potential and existing patrons. Mobile usage accounts for 50% of internet access. Special focus has been directed to promoting the theater, promenade and arena to be utilized as a wedding ceremony and reception venue.

Commissioners also reviewed the quarterly event listing for FY15 and the upcoming FY16 event listing.

While reviewing FY16 event listing, GM Joyce White pointed out that a number of events in the first quarter had not been included in the FY16 budget and that could result in a positive first quarter.

**OPERATIONS
REPORT:**

Director of Events and Operations, Shaun Rice, reported on Operations activities for the quarter in the areas of Safety Committee meetings; routine maintenance; technical operations; and CIP activity. Printed copies were included with the

Commission packet.

Shaun also reported that during the company-wide operations meeting for SMG, Five Flags Center was recognized for being the first facility to achieve 100% compliance for safety programs in Altum. It was also noted that Five Flags did so with one of the smallest full-time staffs of any SMG building.

**FINANCIAL
REPORT:**

In the absence of Director of Finance, Don Howes, General Manager, Joyce White, delivered the quarterly financial report. Quarterly financial statements were provided in the Commission packets.

**CORPORATE
INITIATIVES:**

General Manager, Joyce White, reported on SMG Corporate initiatives during the fourth quarter of FY15 and details were included in the printed packet.

**STAFF
DEVELOPMENT
REPORT:**

General Manager, Joyce White, reported on Staff updates and activity occurring during the fourth quarter and details were included in the commission packet.

OTHER BUSINESS:

Commissioner Bakke and all commissioners congratulated Joyce White on working to become the Chair of Dubuque Chamber's Board of Directors for FY16.

Commissioner Bakke stated that at the October Commission meeting, he will have made a decision of whether or not to stay on the commission for an additional term.

**ADJURN;
VOTE:**

Motion to adjourn was made by Commissioner Bakke, seconded by Commissioner Parks, that the meeting be adjourned. The motion passed unanimously.

NEXT MEETING:

Next quarterly meeting held in the General Manager's Office on Monday October 26, 2015 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.