

River's Edge Convention Center Advisory Board Minutes

Meeting Notes – December 11, 2018

Present: Jodi Domeier, Patty Gaetz, Brian Hart, Marty Mahowald & Alvin Vu

Not Present: Julie Lunning

Staff Present: Bill Dunsmoor & Rich Gallus

Tony Goddard was hosting the MAC Open House

- The meeting was convened at 5:01pm at the Convention Center
- The Board reviewed the minutes from October 30, 2018 – Mahowald motioned to accept, Hart seconded and the motion passed unanimously.
- Dunsmoor summarized the financial statements for 2018 as of 12/5/18 that were included in the Board packets, high lighting the expense line item "Electric Utilities" sharing that even Finance was having difficulty understanding the billing w/charges and rebates/credits. We will continue to monitor for errors. Dunsmoor shared that the conversation regarding liquor pricing with the Holiday inn would continue in February when Goddard would be present. The report was accepted.
- Gallus presented the 2019 Marketing Plan with emphasis on business targeting 18mo and less, along with a continued focus on the wedding/social market. The Marketing Plan also includes an effort to celebrate the 30<sup>th</sup> anniversary of the building. Activities that will take place throughout the year of 2019 were also presented. The Board's reactions were very positive to the direction of the plan.
- Dunsmoor presented the River's Edge Operations Update to the board. November, we played host to 25events, December events were 21, equivalent to 73event days. The two-month period saw 16,000+ ppl through the building. Highlighted events, the weekend of Holly Ball we also hosted an Military Ball and a Wedding the same evening, the three days of St Cloud Weihnachtsmarkt/Capital One Free Concert/SCAR Dolls. Also highlighting Pleasureland's Pre-Owned sale presented through the last two weeks of December.
- The Board had a brief conversation regarding the vacancies to the board. It was officially announced the Ibrahim Abdi has been removed from the board. Potential replacement names brought up were Jamie Bestgen, Brandon Gunderson & Doug Boser. The board was also going to give this topic additional thought and share names with us through email.
- The members of the board were reminded of the Open House at the MAC and were invited once again to the Annual Appreciation Social with the Mayor – December 19 – here at the River's Edge. Meeting was adjourned at 5:50pm.

Next meeting will be February 12, 2019

Submitted by Rich Gallus