

River's Edge Convention Center Advisory Board Meeting

March 11, 2014 Meeting Notes

Members Present: Jim Graves, Gary Berg, Jodi Domeier, Dan Barth , Scott Raden and Julie Lunning

Members Absent: Patti Gaetz and Linda Feuling

Others Present: Tony Goddard, Division Director, Bill Dunsmoor, Manager, Rich Gallus, Sales Consultant, Dianne Koch, Office Supervisor and Greg Murray, President of the Board of Directors of the Paramount Arts Resource Trust

1. The meeting was called to order at 5 pm by Jim Graves.
2. Approval of Minutes. The minutes from the January 14, 2014 meeting were approved as submitted. Dan Barth/Jodi Domeier moved approval. Motion carried unanimously.
3. Financial Report. Tony explained and answered questions concerning the Expenditures and Revenue Financial Reports for the year 2013.
4. Marketing Report. Rich reported that he continues to build communications between the River's Edge and various organizations. He has sent over 800 emails to organizations. He continues to assist with event coordinating duties and monitors daily posts to the Convention Center's Facebook page.
5. Operational Report. The January, February and March Event Listings were distributed. Bill discussed the number of events, the number of event days and the approximate number of persons in attendance for the past three months. Bill reported that there were frozen pipes and issues with the sprinkler system due to the extreme cold weather. There were multiple repairs, some very expensive. In February, the River's Edge implemented a recycling program using clear bags attached to stands and stationed throughout the building; the clear bags tend to keep people honest about what they are tossing into recycling. Finally, Xcel Energy conducted an energy audit of the building. The report contained a number of recommendations, some simple and inexpensive and others more complex and expensive. LED lighting was one of the recommendations.
6. 2014 Work Plan Review. Deferred.
7. Updates.

(a) Goddard Consultancy: Tony reported that effective at the end of March, he would become a full time employee of the City in the position of Director of Community Services and Facilities. He will

continue to work half time at the Paramount and half time at River's Edge through December 31, 2014. This time frame allows time for the Paramount Arts Resource Trust (PART) to hire a new executive director. The PART will reimburse the City for its share of Tony's salary each month. Greg Murray, President of PART's Board of Directors indicated that the entire Board of Directors was sad to see Tony leave his position with the Paramount. Greg indicated that PART believes that it can operate with half of a position for some time but ultimately will need to hire a full time executive director. Tony's position also oversees Parks, Recreation, the Municipal Ice Arena and Aging Services.

(b) Automated Calendar: Tony indicated that staff had decided to look at other automated calendar/event software vendors and move away from working with IDSS. In the past month, office staff has viewed a number of presentations by software vendors one of which was Ungerboeck Software International. Ungerboeck has developed a software package for event centers operating on a smaller scale such as River's Edge (as compared to Target Center, etc.). The software includes calendar, work orders, invoicing and contracts. Software pricing was in the process of being emailed or mailed to Bill but had not arrived in time for the advisory board meeting.

(c) Liquor Catering: The current contract expires in August 2014. Bids need to go out in June. The question at this time is whether River's Edge can do a better job offering an in-house liquor catering service. After a lengthy discussion of pros and cons, Dan Barth stated that if the convention center is receiving a 35 percent commission on all liquor sales without having to pay for additional staffing, insurance, or equipment, his recommendation was to keep the present system and go out for bid. Tony was asked to provide a business plan on this matter for the advisory board's meeting in May.

(d) Progress Report to City Council: Tony reported that he will be making a presentation to the Council possibly at the end of April. Advisory board members are welcome.

(e) State Bonding: Tony indicated that no update was available at this time but there does not appear to be any resistance to the project this year. The City is hoping to have an answer soon.

(f) City Capital Improvement Plan: The plan includes two projects for the River's Edge Convention Center. The first project addresses mechanical elements and replacement of the roof for the convention center. The second project includes new carpeting, paint and windows. Gary Berg questioned whether the option of naming rights would be in order to help defer or cover the cost of some projects. It was suggested that perhaps allowing a person or company to sponsor a room or board room might be more feasible. Scott Raden made a motion for Tony to pursue the sponsorship of rooms and/or building policy. Jodi Domeier seconded. Motion carried unanimously.

8. Adjournment. Scott Raden and Dan Barth moved to adjourn. Motion carried unanimously.