

River's Edge Convention Center Advisory Board Meeting

January 13, 2015 Meeting Notes

Members Present: Jodi Domeier, Linda Feuling, Scott Raden, and Gary Berg

Members Absent: Dan Barth, Patty Gaetz and Julie Lunning

Others Present: Tony Goddard, Division Director, Bill Dunsmoor, Manager, Rich Gallus, Sales Consultant, and Dianne Koch, Office Supervisor

1. Convene. The meeting was called to order at 5 pm by Scott Raden.
2. Election of Chair for 2015. Election of chair was tabled. Scott noted that the advisory board currently has one vacancy and asked board members to think of individuals who might be interested in serving on the River's Edge Convention Center Advisory Board and to email the name(s) to him and he will submit to the Mayor's Office for consideration.
3. Approval of Minutes. The minutes from the November 18, 2014 meeting were approved as submitted. Linda Feuling moved approval and Jodi Domeier seconded. Motion carried unanimously.
4. Financial Reports:

Copies of the adopted 2015 budget for the Convention Center and a Preliminary Year End Statement were reviewed and discussed. It was noted that under expenses, the "Repair and Maintenance Services" line item dollar amount reflected the age of the equipment in the building due to the cost of parts and repair service. Also noted in the approved budget is a lighting retrofit project. The project allows for LED lighting to be installed in the Glenn Carlson Hall, Terry Haws Center C and four meeting rooms with a projected payback of \$30,000 per year. Advisory board members felt that overall the numbers reflected a healthy outlook for the convention center.

5. Operational Report. Copies of the Schedule of Events for December were distributed; January's schedule had previously been emailed to board members. Bill indicated that December's schedule included the 40th Anniversary of Holly Ball which included a special after-event concert featuring "Hairball". Overall he was pleased with all aspects of the evening. Sales of liquor paid by credit card were lower than anticipated for the evening. Bill felt that in due time he will see an increase in the use of credit/debit cards for the purchase of liquor at events. He also feels that accepting credit/debit cards it is an enhancement for the entire facility. December also featured a New Year's Eve Party sponsored by Leighton Broadcasting

that had a great turnout and went well. Pleasureland held a Giant Scratch and Dent event the first part of January. Pleasureland was pleased with the end result and plan another such event for January 2016.

6. Discussion and Recommendation – Advisory Board Sunset. Tony reported that the original ordinance for the River's Edge Advisory Board contained a provision that the board would sunset in two years. He asked board members for their thoughts regarding the advisory board. Gary Berg pointed out that initially members assisted in establishing policies and/or procedures for the building but that now he felt that the meetings were basically informational for board members. He suggested that the advisory board may need to be restructured. Tony asked for members' opinions about meetings continuing to be scheduled on the second Tuesday of every other month, with the provision that the meeting be canceled if there was no business to discuss. He also noted that Gary and Jodi's terms of membership were set to expire February 28, 2015. Tony reiterated that members may suggest or recommend names of individuals for appointment to the advisory board. He asked that the name(s) be submitted to Scott. Scott Raden made a motion to continue meetings every other month on the second Tuesday. Motion was seconded by Linda Feuling. Vote was unanimous.

7. Marketing Report. Rich advised that a "Lodging Group" has been formed, which he is a co-chair of along with Christina Buttenhoff of the Kelly Inn. The first meeting is scheduled for the end of January. River's Edge continues to see an increase in "Likes" on its Facebook page. Currently River's Edge has nearly 1,400 likes compared with approximately 300 last year at this time. Dayta Marketing continues to monitor Facebook and all other forms of social media for River's Edge. The Central Minnesota Wedding Expo held at the River's Edge in January featured the Herberger Suite decorated by Geyer Rental for a wedding reception. There were a number of people attending the expo who viewed the room.

8. Discussion and Recommendation – Food Catering Commission. Tony indicated that the food catering commission originally was established at 7 percent. Per VenuWorks the industry norm is anywhere from 15 to 20 percent. Currently caterers pay a 12 percent catering commission. Tony would like to see this increased to 15 percent effective January 1, 2016. A motion was made and seconded to increase the catering commission from 12 to 15 percent effective 1/1/16 and to give notice to the 2015 licensed caterers as soon as possible.

9. Director Updates.

(a) Ramp/Expansion Project Update. The project is scheduled to be bid in mid-March. The building expansion includes a large room with a 20 foot ceiling that can be divided into four rooms.

(b) Use of Marketing Funds. Tony would like to use marketing funds to pay service club dues and/or fees for golf outings that will serve as a means of networking for the convention center. Advisory board members would be making recommendations to City Administration as these types of expenses come along asking that marketing funds be used to pay these fees.

10. Other Business. None

11. Adjournment. The meeting was adjourned.