

River's Edge Convention Center Advisory Board

Meeting Notes – December 13, 2016

Present Jodi Domeier, Linda Feuling, Patty Gaetz, Julie Lunning, Marty Mahowald

Not Present Dan Barth, Scott Raden

Staff Present Bill Dunsmoor, Rich Gallus, Tony Goddard

1. The meeting was convened at 5:05 pm at the Convention Center.
2. Domeier moved acceptance of the minutes of October 11, 2016 as submitted; Mahowald seconded the motion, which passed unanimously.
3. Goddard explained that the 9/30/16 report received from the Finance system was flawed – it did not reflect all revenues that should have been posted – so he did not reproduce for the board. He anticipates having an accurate year-end report early in 2017.
4. Goddard introduced reports and discussions on Convention Center operations:
  - Dunsmoor distributed a multi-year room rental table that management is using for future bookings. It incorporates modest annual adjustments to rates, so that future contracts reflect a reasonable fee structure. The budget proposed for approval by the City Council on 12/19/16 will authorize the 2017 and 2018 rental rates. The board also asked for a summary of the competitive situation at present; Gallus summarized the new facilities in the area and how they affect River's Edge's competitiveness.
  - Goddard led a discussion of the proposed rental terms for use of the plaza between the facility and the Beaver Island Trail. The board supports the proposal and suggested that we market the space aggressively, but may want to wait until the planned elevator is installed – there are just too many steps.
  - Goddard distributed a set of proposed terms for rental of the space under the new parking ramp. The space was used successfully for Weihnachtsmarkt on 12/8 and management anticipates other users. The board discussed the space and its uses and supported the proposed terms. Could the wind baffles be extended all the way to the underside of the ramp? That would make it more usable in cold weather.
  - We installing new LED lighted bollards in the south plaza entrance and had the exterior stairs on the river side painted. The elevator installation is planned for June 2017, assuming that the Council approves the proposed budget.
  - The ramp was substantially completed early this month and opened for business.
  - Changes will be proposed to the parking ordinance in early 2017 to give River's Edge management control over blocks of parking to use as a negotiating tool in securing major events.
  - Lunning presented the 2017 Joint Marketing Plan and responded to questions. Mahowald moved acceptance of the plan; Feuling seconded the motion, which passed unanimously.
  - Gallus presented the River's Edge 2017 Sales and marketing Plan and responded to questions. Domeier moved acceptance of the plan; Gaetz seconded the motion, which passed unanimously

- Gallus presented a report on facility occupancy and led a discussion. The facility approached practical maximum occupancy in busy seasons, but falls off precipitously in the summer. Facility and CVB work to find new events for those slow periods, but it is a challenge we share with all facilities in this market. Occupancy rose 4 percentage points from 2015 to 2016.
- The board had brief discussion of the cancellation policy.
- Goddard reported that management, with the assistance of the Police Department, has begun a security assessment.
- Goddard reported that the MAC Operational Review should be in final form by early January and the board will have one more opportunity to review.

5. Next Meeting: Tuesday January 10, 2017

6. Adjournment at 6:30 pm.

Submitted by Tony Goddard