

River's Edge Convention Center Advisory Board Minutes

Meeting Notes – June 11, 2019

Present: Jodi Domeier, Brian Hart, Marty Mahowald, Alvin Yu

Not Present: Patty Gaetz, Julie Lunning, Zamzam Mohamud

Staff Present: Bill Dunsmoor, Rich Gallus, Tony Goddard

The meeting was convened at 5:02 pm at the Convention Center

1. Domeier moved acceptance of the minutes of April 9, 2019; Mahowald seconded and the motion passed unanimously.
2. Gallus presented Domeier and Yu with 30th Anniversary commemorative pieces, and thanked them for their valuable service and counsel.
3. Goddard reviewed the 3/31/19 financial statement as included in the meeting packet. He noted that the one-page statement that he included includes all the information on the seven-page statement, and adds comparison to 2017 and 2018. He suggested that, in future, we will distribute only the single-page form. He also reminded board members that the revenue statement can be challenging to interpret because receipts are posted on a cash basis and timing vagaries can produce large swings. The expense side is less prone to timing issues and is an accurate picture. The group discussed several elements of the statements: large room rental, liquor commissions, lodging tax receipts, A/V rentals; permit revenue, and concession sales and COGs.
4. Gallus discussed our social media efforts, which are effectively managed by Dayta Marketing. For May 2019, our advertising effort produced over 25,000 impressions and very strong 41% click-through rate. Interest in weddings remains very strong. Dayta also does a good job on reputation management for the Convention Center; we have 682 positive testimonials to date. Dayta also acts as our last line of defense when incorrect negative material appears online. Goddard added that Rich and Bill actively monitor our social media accounts, but Dayta is there if something slips through.
5. Dunsmoor presented the River's Edge Operations Update. In the April 2019, we hosted 82 event-days, with 35,000+ patrons. The season is starting to slow and we are preparing for summer maintenance activities, which will be complicated by the closure of Second Street North for utility construction. Access to the loading areas will be challenging for summer events. He also reported on his work with a music promoter, striving to bring music and comedy events to the facility; there are three events booked (in September, October, and November) and a fourth in the works. Finally, Dunsmoor noted that we are getting a website upgrade that will refresh the look of the site and improve the calendar function.
6. Goddard noted that the Visitor Impact Study launched June 1st and that Alvin Yu has been tireless in the implementation. Yu gave an overview of the process and the schedule. He also complimented the CVB for their support work and the cadre of RSVP volunteers who are performing much of the survey work.

7. Goddard gave a brief update on the MAC renovation/expansion project. The Legislature completed its work without passing a bonding bill, so we are focused on the 2020 Session. Goddard is completing a formal request to the State that is a necessary step to be considered for inclusion in the Governor's bonding request. The City has engaged JLG Architects, in association with HMA Architects, to complete a Pre-design document for the project. The Pre-design will refine our plans for the facility and give us much more detailed costs estimates.
8. Gallus showed a brief video that the CVB staff developed for River's Edge that is being incorporated into our website and online marketing efforts.
9. The meeting was adjourned at 6:35.

Next meeting: June 11, 2019

Submitted by Tony Goddard