

River's Edge Convention Center Advisory Board Meeting November 10, 2015 Meeting Notes

Members Present: Linda Feuling, Jodi Domeier, Patty Gaetz, Dan Barth, Marty Mahowald and Julie Lunning

Members Absent: Scott Raden

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 Tony Goddard.
2. Introductions. River's Edge staff and current advisory board members introduced themselves to Marty Mahowald. The City Council appointed Marty Mahowald to serve on the Advisory Board on effective October 19, 2015 through February 28, 2017.
3. Approval of Minutes. The minutes from the September 8, 2015 meeting were approved as submitted. Dan Barth moved approval and Linda Feuling seconded. Motion carried unanimously.
4. Financial Reports. Tony explained the September Financial Report in detail. The Financial Report was approved as submitted. Jodi Domeier moved approval and Marty Mahowald seconded. Motion carried unanimously.
5. Operational Report. Bill discussed the October and November 2015 Schedule of Events for the building. Both were busy months for the building and staff.

The LED retrofit lighting project has been completed in the Glenn Carlson Hall and Terry Haws C. The lighting controls will be installed in mid-November. Money has been requested in the 2016 budget for a LED retrofit lighting project for Terry Haws Center A and Center B.

River's Edge added Jeff Mareck to its staff as a fulltime operational person in September 2015. While in training, Jeff will work both day and evening shifts. Once he is comfortable in his position, he will be assigned a permanent shift.

Bill indicated that it was time to mail out the 2016 Applications for Catering License. The 2015 catering license fee was \$250 for the year; and \$500 if paid after 1/1/15. Bill suggested increasing the fee for 2016 to \$500 for the year and \$1,000 if paid after 1/1/16. Dan Barth indicated that he felt that a \$500 license fee was too much compared to the recent liquor

license fee increase. Dan recommended increasing the fee from \$250 to \$350. Bill also mentioned that effective 1/1/16 the catering commission increased from 12 percent to 15 percent.

6. Marketing Report. Rich Gallus distributed copies of his proposed 2016 Sales and Marketing Plan for the River's Edge and answered advisory board members' questions. Julie Lunning distributed copies of the proposed 2016 Joint Marketing Plan to members. Julie reviewed the plan with members and also answered questions. Members were reminded that comments were welcome on one or both proposed plans.

7. Executive Director's Report. Tony updated board members on a recent City Council action involving the River's Edge Convention Center. At its November 9, 2015 meeting, the City Council approved an ordinance amendment authorizing River's Edge Advisory Board members to contribute towards a management and operation review of the Municipal Athletic Complex (MAC). Also at the November 9 City Council meeting, the parking ramp bid was approved allowing for construction to begin. Completion date is scheduled for the fall of 2016.

Tony presented a time line for the review of MAC operations. He would like advisory board members to meet in December for a facility tour and to review the MAC financials. Eventually one part of the review process may include in-depth meetings and/or a study of two user groups (hockey and baseball). Tony indicated that he would facilitate the meetings. Another proposal is for a community survey to be conducted with funding for the survey coming from the Planning Department.

Tony reminded advisory board members that a vacancy still exists on the board. He would like to see someone with a background in sporting and some type of management but without a conflict of interest.

8. Set Meeting Schedule. Advisory Board members discussed dates for the MAC review. Tony indicated that he would email members with date and time options for the December meeting.

9. Other Business. None at this time

10. Adjournment. The meeting was adjourned.