

## River's Edge Convention Center Advisory Board Meeting

### January 14, 2014 Meeting Notes

Members Present: Jim Graves, Gary Berg, Jodi Domier, Linda Feuling and Julie Lunning

Members Absent: Scott Raden, Dan Barth and Patti Gaetz

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

1. The meeting was called to order at 5 pm by Jim Graves.
2. Approval of Minutes. The minutes from the November 12, 2013 meeting were approved as submitted. Gary Berg/Linda Feuling moved approval. Motion carried unanimously.
3. Marketing Update. Rich passed out copies of the 2014 Joint Marketing Plan for the River's Edge Convention Center. This was a collaborative effort between the River's Edge Convention Center and the St. Cloud Area Convention and Visitors Bureau. Rich explained the strategy, goals, marketing and budget items outlined in the report. Julie passed out copies of "Best Practices of Convention Center Sales and Convention Center Operations" for members to review. She also talked about the Joint Marketing Plan from the Convention and Bureau's viewpoint.
4. Consultant Report, Progress Report to City Council and 2014 Work Plan. Tony had prepared a Consultant's Report for City Administrator Mike Williams which was shared with board members. Everyone felt the report was very well written and represented the River's Edge correctly. Tony indicated that in February he will be preparing a report for the City Council and will be looking for feedback from board members. Eventually a study session date will be set. Members are invited to attend if they wish. Tony will inform members once the study session date has been set.
7. 2014 Meeting Schedule. The Advisory Board will meet every other month rather than monthly. If need be, special meetings can be scheduled for particular needs. Meetings will continue to be scheduled on the second Tuesday of the month. Five pm meeting time still works best for board members. The next regular meeting will be March 11, 2014 at 5 pm.
8. Updates.
  - (a) Informational Kiosks: Media USA updates the information on the kiosks each month for River's Edge. Kiosks have been in use for approximately two months.

(b) Calendar: Calendar project for River's Edge is in the development stage with IDSS. Question is how much longer does River's Edge wait for a finished product. Tony will have an update for members at the March meeting.

(c) Caterers and Kitchen Management: The catering permits for 2014 have been issued. Bill is in the process of preparing a check in/out system for the kitchen used by the caterers. If the kitchen is not cleaned properly, the caterer will have the option of returning to clean it or be charged a fee for the cleanup. This policy is clearly set forth in the River's Edge Rules and Regulations.

(d) Holly Ball Update: Bill advised that Holly Ball seemed to go much better than the 2012 Holly Ball. He felt that the room layout had a much better flow than in previous years. The wine glasses were well received. Holly Ball will be celebrating its 25<sup>th</sup> anniversary in 2014.

(e) Liquor Catering: Tony and Bill still have some concerns with the Holiday Inn largely due to complaints they receive from customers. The contract expires this year and will be put out for bid unless the River's Edge decides to utilize the liquor license that it was granted during special legislation and bring it in-house. Item was discussed briefly by members. Tony recommended that it be placed on the March agenda for further discussion.

9. Financial Reports. The financial reports were not ready in time for this month's meeting. Tony will follow up when he receives them from Finance.

10. Other Business. Bill advised that during the Minnesota Organics Conference held in January he worked with Tri-County Organics and Byron Bjorklund to recycle all of the food waste that was generated during the three day conference. Over 1,100 pounds of food waste was recycled. Bill would like to see this type of recycling program implemented at the River's Edge and will continue to work on the logistics.

11. Adjournment. Gary Berg and Linda Feuling moved to adjourn. Motion carried unanimously.