

River's Edge Convention Center Advisory Board Meeting

May 12, 2015 Meeting Notes

Members Present: Linda Feuling, Scott Raden, Dan Barth, and Patty Gaetz

Members Absent: Jodi Domeier 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. Approval of Minutes. The minutes of the January 13, 2015 meeting were approved as submitted. Dan Barth moved approval and Linda Feuling seconded. Motion carried unanimously.
3. Financial Reports: Tony presented the 2014 year end financials. The year 2014 ended well for the Convention Center by exceeding its revenue budget by 21 percent and keeping expenditures 2 percent below budget. Tony noted there were several factors that occurred in 2014 that will not repeat in 2015:

- *The Minnesota Quilters held its 2014 convention at River's Edge

- *River's Edge was reimbursed by the Paramount for Tony's salary for the period it searched for a new director

- *The City's interest earnings were substantial

- *The hotel-motel tax revenue exceeded the forecast

Dan Barth moved to accept the 2014 year-end financial report as presented and Scott Raden seconded.

4. Discussion Items.

- a. City Council Action to Continue Advisory Board. In March of this year the City Council amended the advisory board ordinance by removing the sunset clause that called for the expiration of the advisory board after two years. With this amendment, the two current vacancies on the board need to be filled by the Mayor.

- b. Advisory Board Role and Responsibilities. Tony asked if current advisory board members would be interested in serving in a similar advisory board capacity for the MAC (Municipal Athletic Complex). Currently the MAC includes two sheets of ice, a golf course and

a baseball stadium. Tony indicated that the MAC needs to develop and adopt a future growth plan. He indicated that a consultant should be hired to determine the future direction of the MAC. Also a task force of users should be established and the advisory board would work in conjunction with the task force. Potential members of the task force could be representatives from the Rox organization and St. Cloud State University. The MAC is an enterprise fund with the majority of its revenue generated from user fees and concession stands. There is sponsorship with some of the ads being sold by the MAC and some by the Rox organization. Tony suggested that since the advisory board meets every other month for the Convention Center, the off months might be set aside for the MAC. Tony noted that the two current vacancies could be filled by people with a background in sports but who do not have a conflict of interest. Advisory board members present discussed the many different aspects of serving as advisory board members to the MAC. All agreed that the MAC Advisory Board was a great idea. Scott Raden indicated that he would like to see the current advisory board expanded from 6 members to 8. Dan Barth agreed with Scott's recommendation. After much discussion, advisory board members present were all interested in serving on a MAC advisory board. Tony indicated that he would get the process started.

c. Catering Commission. The current catering commission is 12 percent and the intention is to raise it to 15 percent effective January 1, 2016. Current caterers will be notified in writing in June.

d. Wi Fi Pricing. A year ago River's Edge entered into an agreement with iStyxX to handle the wi fi for the building. Currently an individual connection is \$4.99; a small group is \$125 and the entire building is \$300. Staff would like to increase the fees effective January 1, 2016. Possible rates were discussed but no motion made and voted on.

5. Reports.

a. Ramp/Expansion Project. Tony indicated that bids were to be opened May 28, 2015. The ramp portion of the project will be built and the expansion of the Convention Center is yet to be determined based on bids. Currently underground utility work is being done.

b. Operational Report. Bill discussed the April and May Schedule of Events. Staffing issues continue to be a challenge. There currently are four full-time operational staff members; two work days and two evenings. He would like to add another full time operational position. Bill has met with the manager of Atlas Staffing who is going to generate a pool of people who will consistently work at the convention center either days or evenings.

Currently the Convention Center has move in/move out rates in addition to daily rental rates. Bill is expanding that rate structure to include an early morning rental rate for decorators

at \$150 per hour. Currently the after-midnight rate is \$150 per hour and he is proposing the rate be \$300 per hour.

The retro lighting project for Glenn Carlson Hall and Terry Haws C will start in July. The project will create an energy savings for the building and allow control of individual lights by use of a tablet.

Construction on the Beaver Island Trail Project has started.

c. Marketing Report. Rich informed advisory board members that the social media has generated 1700 likes and continues to grow. He and Tony attended two educational seminars offered by Dayta Marketing in March. MSAE events coming up include an expo in June, golf tournament in July, and leadership conference in October. The website for River's Edge Convention Center is currently being upgraded. He continues to meet monthly with the CVB and the Lodging Association.

6. Other Business. After discussion by members, it was agreed that the next meeting would be Wednesday, July 15.

7. Adjournment. The meeting was adjourned.