

## **MINUTES**

Grand Forks Events Center Commission

**Wednesday, February 27th, 2019 | 7:30 am**

**#12 Meadowlark Room - Alerus Center**

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**Call to Order:** Ken Vein called the meeting to order at 7:33 am.

### **Roll Call**

**Present:** Kyle Doperalski (in for Bill Chaves), Jay Kleven, Pat McLean- via phone, Matt Walkowiak- via phone, Ken Vein, Clare Albrecht, Julie Rygg

**City:** Maureen Storstad, Howard Swanson, Todd Feland

**Alerus Center:** Anna Rosburg, Danny Melise, Dan Toop, Derek Hoffert, Erin Perronteau, Kaitlyn Spinney, Erika Lampert

**We have a quorum.**

### **Consent Agenda**

The consent agenda, including the minutes from the January 23<sup>rd</sup>, 2019 meeting were included in the packet.

***A motion was made by Clare Albrecht to approve the minutes; seconded by Ken Vein  
Motion passed unanimously.***

### **Approval of Financials**

Financials were reviewed; the audit should be complete next week.

***A motion was made by Clare Albrecht to approve the Financials; seconded by Ken Vein  
Motion passed unanimously.***

### **Capital Projects Review**

Banquet chairs were voted on and have been approved, the price is under budget. On Tuesday March 5<sup>th</sup> the bid for the marquee opens. Vendor will present designs at the March Finance and Renovation meeting.

***A motion was made by Clare Albrecht to approve the minutes; seconded by Ken Vein  
Motion passed unanimously.***

### **Art Gallery Review**

The Public Art Commission (PAC) will display a short and long term exhibition in the Alerus Center. Some of the items will be available for purchase through the PAC. The Committee Discussed having only the Chairperson and Executive Director make decisions about the display, this can be up for review in the future. The Commission voted on the long term collection art pieces. Where the art is being hung and how it will be hung on the walls will be determined in a future meeting by the Commission.

***A motion was made by Jay Kleven to approve the Art Gallery; seconded by Clare Albrecht  
Motion passed unanimously.***

### **Spectra Agreement Addendum**

In 2018 there was a significant increase in revenue from 2017. The addendum adds an Incentive Fee Cap of \$135,000. The negotiation has provided a better outcome for 2018 and beyond – a 2 year addition can be made in 2020, if the Commission decides. An addendum was presented that the audit due date be changed from 120 day to 90 days, for the benefit of the city process and deadlines.

***A motion was made by Jay Kleven to approve the addendum; seconded by Clare Albrecht  
Motion passed unanimously- addendum subject to City attorney final review.***

### **Management Reports**

- a) Executive Report – Anna Rosburg- In 2018, there was an increase of 50,000 people who came through the door from 2017. We are also working on adding more acts to this year’s schedule.
- b) Finance – Erin Perronteau- The audit should be complete next we and can be reviewed at the next meeting.
- c) Operations – Daniel Melise– The team has been very busy with snow removal and all the events recently. We are working on getting the surplus items up on the website for auction. We have also been looking into updating some of our highly used items like projectors and screens.
- d) Food and Beverage – Dan Toop- For the past month we were 2% under sales, most likely due to weather. We expect an increase of 20-25% in February and even better in March.
- e) Marketing – Anna R. filling in for Riley Simenson- We are working on promotions for the Monster Truck event coming up. The BOMS conference is coming up in June, we are currently working on content and sponsors for the event.
- f) Partnerships – Derek Hoffert- In 2018 we beat the budget by 18% and we also expect an increase of 25% for this year. Suite 301 has a year contract now, so the only one without is 302. We have received the portable charging stations for event. We are also adding table top stations in all of the suites.
- g) Conference Sales- Kaitlyn Spinney- We have updated the event types and descriptions to better suit events. We had an increase of 11 more events from last year. Currently we are working on rebranding our marketing supplies and we have seen a 15% traffic increase on website.
- h) Event Management- Anna R. filling in for Dan Ange- We had an eventful past couple weeks with the Crop Expo and the Men’s Show, which went great! We are looking forward to another busy month with Jurassic Quest, Night for a Princess and Dierks Bentley.

### **Other**

Julie discussed that the local hotels have seen an increase in business, although local occupancy has been flat for most area hotels, at a recent function we received positive comments about the Alerus Center.

Todd has on going conversation with UND and Alerus Financial about new turf. Todd also has been talking the Canad Inn about the connecting doors. The Chamber appreciates Spectra for the work they have been doing and bringing traffic to the area.

Howard brought up that the Commission should consider changing the ordinance and the city code for the number of people needed for a quorum.

**Adjournment**

***A motion was made by Clare Albrecht to adjourn; seconded by Jay Kleven.***

Meeting adjourned at 8:32 am.

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Respectfully submitted,  
Erika Lampert

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Pat McLean  
GFECC Secretary