

## AGENDA

Grand Forks Events Center Commission

Wednesday May 28, 2025 | 12:00 PM  
Happy Harry's Suite Level

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\_\_\_ Jarrod Spoor      \_\_\_ Russell Kraft      \_\_\_ Greg Rixen      \_\_\_ Scott Foyt  
\_\_\_ Matt Fischer      \_\_\_ Irene Halbritter      \_\_\_ Ken Vein      \_\_\_ Julie Rygg  
\_\_\_ Erik Martinson

### 1) Call to Order

### 2) Roll Call

### 3) Consent Agenda

- a. Approval of April 23, 2025, meeting minutes

### 4) 2026 Budget Presentation

### 5) Surplus Items

### 6) Soiled Dish Breakdown System Vote

### 7) Management Reports

- a. Executive Report
- b. Finance
- c. Operations
- d. Food and Beverage
- e. Partnerships
- f. Marketing
- g. Conference Sales
- h. Event Management

### 8) Conference Center Renovation Update

### 9) Committee Reports

- a. Finance & Renovation –2025 Capital Review
- b. Visit Greater Grand Forks
- c. UND

### 10) Other

### 11) Adjournment

NOTE: Members of the Alerus Center Commission may participate in the Committee meeting and any possible executive session which may constitute a quorum of the Commission as well as the Committee.

***Alerus Center Mission  
Statement***

The mission of the Alerus Center is to provide premier entertainment and events that stimulate economic impact and improve the quality of life for Grand Forks area citizens.

**Upcoming Meeting Dates**

**Commission Meetings**

June 25, 2025; July 23, 2025; August 27, 2025

**F & R Meetings**

June 11, 2025; August 13, 2025; September 10, 2025

***JOINT CITY COUNCIL / COMMISSION MEETING***

July 9, 2025

**Alerus Center Commission**

**Events Center Commission** (3 year terms)

- **Jarrold Spoor** – *Chair*, Public at Large Representative  
Expiration - December 30, 2027
- **Russell Kraft** – Public at Large Representative  
Expiration – June 30, 2027
- **Greg Rixen** – *Vice-Chair*, Public at Large Representative  
Expiration – July 31, 2025
- **Matt Fischer** - Public at Large Representative  
Expiration – December 31, 2026
- **Scott Foyt** – *Secretary*, Public at Large Representative  
Expiration – December 31, 2025
- **Irene Halbritter** - Public at Large Representative  
Expiration – March 31, 2027
- **Ken Vein** - City Council Representative  
Expiration - August 1, 2025
- **Bill Chaves** (non-voting) - UND Representative
- **Julie Rygg** (non-voting) - VGGF Representative

**Alerus Center Management**  
*(701) 792-1200*

<b>Anna Rosburg</b>	General Manager
<b>Derek Hoffert</b>	Asst. General Manager & Director of Partnerships
<b>Shelby Looker</b>	Director of Conference Sales & Marketing
<b>Allen Hess</b>	Director of Food & Beverage
<b>Breanne Sypherd</b>	Director of Events
<b>Dominick Washington</b>	Director of Operations
<b>Andrea Wegener</b>	Director of Finance
<b>Matthew Ternus</b>	Director of Marketing

## MINUTES

Grand Forks Events Center Commission

**Wednesday April 23, 2025| 12:00 pm**  
**Meeting Room 12**



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**Call to Order:** Jarrod Spoor called the meeting to order at 12:02 pm

### **Roll Call**

**Present:** Jarrod Spoor, Greg Rixen, Russell Kraft, Matt Fischer; Irene Halbritter, Julie Rygg, Bill Chaves

**City:** Maureen Storstad

**Alerus Center:** Anna Rosburg, Derek Hoffert, Allen Hess, Dominick Washington, Shelby Looker, Breanne Sypherd, Andrea Wegener, Matthew Ternus, AJ Heath

**Guests:** Cassie Spradlin (PCL Contractors)

**We have a quorum.**

### **Consent Agenda**

The minutes from the last Commission Meeting on March 26, 2025, and Special Commission Meeting on April 2, 2025, were reviewed and approved.

***A motion was made by Greg Rixen to approve both sets of minutes; seconded by Russell Kraft Motion passed unanimously.***

### **March Financials**

We had 30 events of the 37 budgeted for March, this consisted of Feast of Nations, Dakota Gun Show, Budget RV & Camper show and a variety of meetings and banquets. Total Event income for the month was \$263,606 of the budgeted \$454,888 resulting in an unfavorable variance of (\$191,292). Indirect expenses for the month were \$418,073 of the budgeted \$436,864 resulting in a favorable variance of \$18,791. Total net income for the month was (14,648) of the budgeted net income of 152,115 which resulted in an unfavorable variance of (\$166,763) for the month. Year-to-date there were 96 of the 102 budgeted events. Total event income was \$673,930 of the budgeted \$882,011 resulting in an unfavorable variance of (\$208,081). Indirect expenses for the year to date are \$1,205,167 of the budgeted \$1,310,592 resulting in a favorable variance of \$105,425. The net operating loss for the year was (\$104,661) of the budgeted loss of (\$26,308) resulting in an unfavorable variance of (\$78,353). AR is showing about 80% current with a few things out over 60 days which are being cleaned up in March. The AP is current at 82% so far with a small amount over 30 days that is being cleaned up as well. The balance sheet shows total assets of \$6,695,808 and current liabilities of \$4,131,569 and total equity of \$2,564,239. The rolling forecast is still too early to predict but it did improve with the announcement of fall shows but we are projecting a loss of (\$69,714) for the year.

***A motion was made by Matt Fischer to approve March financials and seconded by Irene Halbritter Motion passed unanimously.***

## **Management Reports**

- a. Executive – Will be reviewing ff & e for the conference center renovation next week. Attended the Pollstar convention last week, productive week and ran into a few past employees. Announcing a few more shows for the fall and one that could go either way. Finishings for the conference center renovations are available to view.
- b. Finance – Finance team is still working on learning the new systems and lots of ongoing trainings. The new financial system is due out soon for May financials so there will be a new look to financials in the future.
- c. Operations – Relocating the dirt after the PBR to the south side of BMX to accommodate the groundbreaking for the new sports complex. Opp Construction and Dakota Mud will be working on the sidewalks. The new turf cover held up well from the dirt shows. Been the cleanest post show in a long time.
- d. Food & Beverage – Both PBR and Monster Trucks shows had increase in sales and now focusing on the summer after the powwow this week.
- e. Partnerships – Seats came available in the Steamatic lounge, but all 13 seats were resold. Trucks and PBR are heavily sponsored, PBR nationally and Trucks more locally. One more renewal is coming and there are a few new ones coming this summer.
- f. Marketing – Busy month on social media with over 900Kviews on Facebook and with Instagram it would be over a million. Styx and Cole Swindel were announced. Anything Goes sale is coming up. April fools post was very successful. TMTT was big and working on some new ideas for next year. Throne was postponed until October. 2 New announcements next week
- g. Conference Sales – March 30 events and 47 events days, 345 events for the year, Anything Goes sale has been scheduled for June this year. A new advertising campaign is coming in May.
- h. Events – summer intern has been hired on and will be covering for the expectant EM while on maternity leave. BMX is coming up mid-May.

## **Conference Center Renovation Update**

Derek began by introducing a spreadsheet regarding bids on furniture for the renovation. Not all of the data was available to make an informed decision, and a vote won't be necessary at this time. CIP has been updated to reflect this information. This project is currently sitting at 5.5 million– still under budget.

## **Committee Reports**

- a. Finance & Renovation – 2024-25 Capital review – Dominick started with purchase of steps, stadia and skirts for the stadium suites. Bids for dishwasher project are about done. Herzog and Bergstrom met today to get clips for the roof tape. Chiller plant they are going to begin construction on the roll door and get the siding up.
- b. Visit Greater Grand Forks – Julie began with occupancy up, ahead every month, ADR is down slightly room rates are up 10%. Border crossings are down due to political issues and rumors of Manitobans are being targeted and cars vandalized which are not confirmed. Junior Grand Am lost a lot of Canadian teams but seems that there are more youth driven. Political or exchange rate being the issue is unclear. Overall withdraw from the media regarding Canada to cut back on trolling. VGGF incentives have definitely helped with booking shows this fall.

- c. UND – Friday night is spring wrap up for football. Working on game times for the fall and will be released soon. Albrecht field will have the last double headers of the season this weekend, all are welcome.

**Adjournment**

*A motion was made by Greg Rixen to adjourn; second by Irene Halbritter  
Motion passed unanimously.*

Meeting adjourned at 1:01pm

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Respectfully submitted,  
AJ Heath, Office Manager

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Jarrold Spoor,  
GFECC Chair

# A L E R U S   C E N T E R

## 2024 Conference Center Event Breakdown (Nature of Event)

### Meetings

- Large : 100+ attendees
- Small: 99 and fewer attendees
- Content Focused
- Can be multi-day

### Banquets

- Large: 320+ attendees
- Small: 319 and fewer attendees
- Food/celebration focused
- Single day event

### Weddings

- A reception/ceremony for two people celebrating a wedding

### Conventions

- Multi-day event that is content focused
- Typically has advanced registrations
- Is private
- Typically involves hotel stays
- May or may not have tradeshow booths

### Tradeshows

- Vendor Booths
- Private
- No content or meetings

### Consumer Shows

- Large: takes place in the arena or in the parking Lot
- Small: takes place in the meeting rooms and/or ballrooms
- Open to the public
- Tickets may or may not have a price point
- Vendors booth selling or marketing

ALERUS CENTER

FISCAL YEAR 2025

EVENTS SPREAD

<u>EVENTS</u>	<u>IAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTALS</u>
Football Regular Season									3	1	2		6
Other Sports (College, HS)	1	1		1	1					1	1		6
Robotics			1								1		2
Performing Arts												1	1
Minor Concerts									1			1	2
Major Concerts			1							1			2
Globetrotters	1												1
Motor Sports				2									2
Family Shows											1		1
Comedians													0
Graduations					1								1
Happy Harry's Pork & Brew Festival	1												1
Other							1			1			2
Banquets - Large	3	2	3	4	4	0	0	0	2	4	4	4	30
Banquets - Small	3	3	4	4	4	0	0	0	2	4	4	6	34
Weddings	1	0	0	1	1	0	0	0	4	4	2	2	15
Special Events			1	1		0	0	0	1				3
Meetings - Large	2	2	3	1	1	0	0	0	5	2	3	0	19
Meetings - Small	10	12	12	12	5	0	0	0	12	12	15	12	102
Consumer shows - arena		1	2		1	0	1	0		1	0	1	7
Consumer shows - small		2	2	1		0	0	0	2	1	1	1	10
Trade shows				1		0	0	0	1				2
Conventions	2	2	2	2	1	0	0	0	3	4	0	2	18
Crop Expo		1				0	0	0					1
Facility Use								1					1
Community Events	5	5	3	1	1	0	0	0	3	2	3	2	25
City Use	3	2	3	2	3	2	1	2	2	3	2	3	28
<b>TOTALS</b>	<b>32</b>	<b>33</b>	<b>37</b>	<b>33</b>	<b>23</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>41</b>	<b>41</b>	<b>39</b>	<b>35</b>	<b>322</b>
											<b>Less City Use:</b>		<b>294</b>

## April 2025 Total Number of Events Comparison

Event Type	2022	2023	2024	2025
Banquets	4	9	10	12
Concerts	1	0	2	0
Family Shows	0	0	0	0
Conventions	3	1	1	0
Meetings	9	13	16	17
Consumer Shows	5	2	4	2
Trade Shows	1	1	1	1
Wedding Receptions	1	1	2	3
Community/Civic	3	0	0	1
Sporting	2	2	1	1
Comedian	0	0	0	0
City Use	2	4	3	3
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	1	0
Rodeo	1	1	1	1
Monster Trucks	1	1	0	1
Special Event	1	0	0	0
Other	0	0	1	0
<b>Monthly Total</b>	<b>34</b>	<b>35</b>	<b>43</b>	<b>42</b>
<b>Year-to-Date Total</b>	<b>121</b>	<b>143</b>	<b>145</b>	<b>137</b>

## April 2025 Total Number of Event Days Comparison

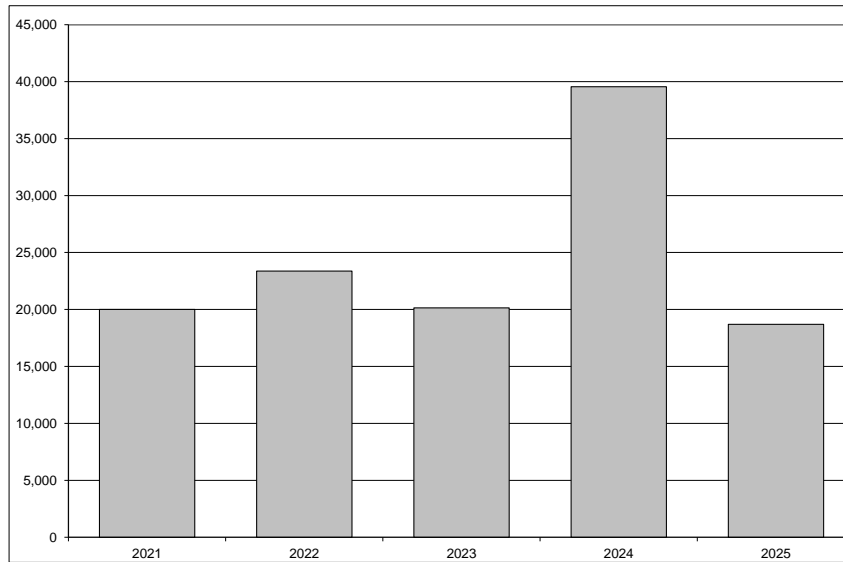
Event Type/Days	2022	2023	2024	2025
Banquets	4	9	11	12
Concerts	1	0	2	0
Family Shows	0	0	0	0
Convention	7	1	1	0
Meeting	18	20	20	21
Consumer Show	31	26	24	21
Trade Show	1	1	1	1
Wedding Reception	1	1	2	3
Community/Civic	9	0	0	1
Sporting	3	6	3	3
Comedian	0	0	0	0
City Use	2	4	3	3
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	1	0
Rodeo	3	4	1	3
Monster Trucks	4	4	0	1
Special Event	1	0	0	0
Other	3	0	1	0
<b>Monthly Total</b>	<b>88</b>	<b>76</b>	<b>70</b>	<b>69</b>
<b>Year-to-Date Total</b>	<b>175</b>	<b>230</b>	<b>244</b>	<b>218</b>

# ALERUS CENTER

## 2025 Attendance Comparison

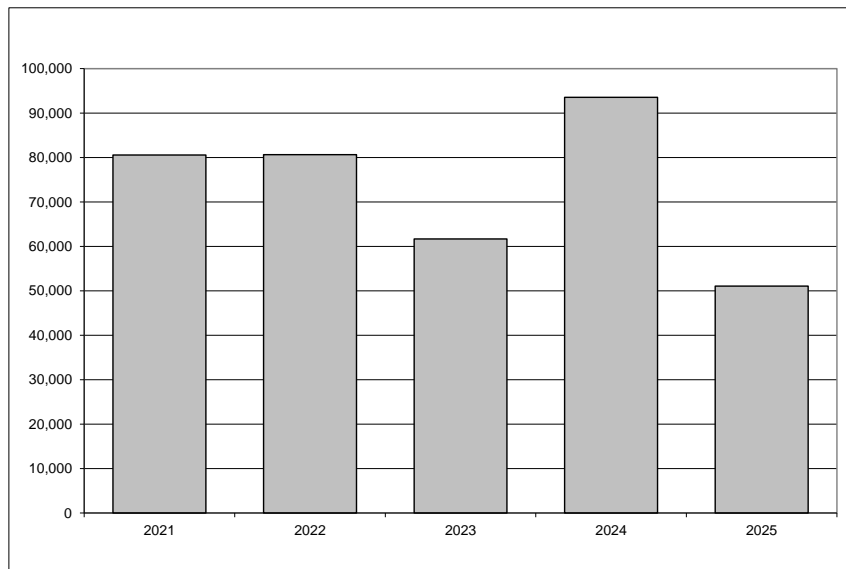
### APRIL

2021	2022	2023	2024	2025
19,997	23,361	20,131	39,555	18,692



### YEAR-TO-DATE COMPARISON

2021	2022	2023	2024	2025
80,566	80,620	61,675	93,541	51,071



## Commission Packet Upcoming Events

Description	Start Date	End Date	Type
Commission Meeting	05/28/25	05/28/25	City Usage (CITY)
Johnson/Laternus Wedding Reception Tasting	05/30/25	05/30/25	Facility Use (FAC)
Estad/Weber Wedding Ceremony and Reception Tasting	06/03/25	06/03/25	Facility Use (FAC)
Peden/Johnson Wedding Reception Tasting	06/06/25	06/06/25	Facility Use (FAC)
Riopelle/Stoltman Wedding Reception Tasting	06/06/25	06/06/25	Facility Use (FAC)
GFPD Academy Tour - Excludes CC	06/10/25	06/10/25	City Usage (CITY)
Internal ADA Metal Detector Training	06/10/25	06/10/25	Facility Use (FAC)
Scheer/Pazdernik Wedding Tasting	06/10/25	06/10/25	Facility Use (FAC)
Finance & Renovation Meeting	06/11/25	06/11/25	City Usage (CITY)
Lund/Braathen Wedding Reception Tasting	06/12/25	06/12/25	Facility Use (FAC)
Altru Gala Tasting	06/19/25	06/19/25	Facility Use (FAC)
Anything Goes Sale	06/21/25	06/21/25	Charity / Community (CHARI)
Commission Meeting	06/25/25	06/25/25	City Usage (CITY)
Smoke N' Shine Car Show 2025	06/27/25	06/29/25	Charity / Community (CHARI)