

AGENDA

Grand Forks Events Center Commission



Wednesday September 24, 2025 | 12:00 PM
Meeting Room 12

- ___ Jarrod Spoor ___ Russell Kraft ___ Greg Rixen ___ Scott Foyt
- ___ Matt Fischer ___ Irene Halbritter ___ Ken Vein ___ Julie Rygg
- ___ Chad Karthaus

1) Call to Order

2) Roll Call

3) Consent Agenda

- a. Approval of August 27, 2025, meeting minutes

4) July & August Financials

5) Management Reports

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

6) Conference Center Renovation Update

7) Committee Reports

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

8) Other

9) 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

October 22, 2025; November 19, 2025; December 17, 2025

F & R Meetings

October 8, 2025; November 5, 2025; December 3, 2025

Alerus Center Commission

Events Center Commission (3 year terms)

- **Jarrood 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, 2028
- **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

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

MINUTES

Grand Forks Events Center Commission



Wednesday August 27, 2025| 12:00 pm
Meeting Room 12

Call to Order: Jarrod Spoor called the meeting to order at 12:07 pm

Roll Call

Present: Jarrod Spoor, Greg Rixen, Russell Kraft, Matt Fischer, Irene Halbritter, Eric Martinson and Ken Vein (on TEAMS)

City: Maureen Storstad, Todd Feland

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

Guests: Jake Dunham (PCL Contractors), Casey Hutton (EAPC), Candice Stjern(City), Brian Opshal (Brady Martz)

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on July 23, 2025, were reviewed and approved.

A motion was made by Greg Rixen to approve the minutes; seconded by Matt Fischer
Motion passed unanimously.

June Financials

June is still a work in progress with the new financial program but every month we are finding little tweaks to be done but getting easier. Today there will be a high-level overview of June and July is done as well but we will not approve that until next month. For June there were 7 events of a budgeted 2 for the month including Anything Goes and a banquet. Total Event revenue for the month was \$70,367 of the budget \$917 resulting in a favorable variance of \$69,450. Event Gross profit before was \$9769 on a budget of \$68,196 resulting in an unfavorable budget by (\$58,428) Indirect expenses for the month were \$454,412 on a budget of \$420,143 which resulted in an unfavorable balance of (\$34,269). Total net operating loss for the month was (\$308,463) of the budgeted net loss of (\$287,856) which resulted in an unfavorable variance of (\$20,607) for the month. Bottom line for the month was a net loss of (\$564,402) of the budgeted (\$377,805) so we are unfavorable to budget by (\$186,597). The AR and AP aging is very wonky with the numbers not moving over to the correct “buckets” and the numbers reflect as much with some negatives and positives it does add up to 100% and will migrate over to the correct “buckets” for July. The balance sheet shows total assets of \$4,281,284.85 and current liabilities of \$2,176,786.60 and total equity of \$2,104,498.25. The Rolling Forecast is just an estimate of where we are sitting with the budget and is not based on any extra meetings or events this fall. The rolling forecast is currently at a net loss of (\$564,402) with a projected loss of (\$687,918) on a funded net loss of (\$501,321).

A motion was made by Greg Rixen to approve the June Financials; seconded by Scott Foyt
Motion passed unanimously.

July Financials were touched on since they were ready. There were 8 events of a budgeted 3 for the month of July. Direct event revenue was \$39,768 and total revenue was \$42,874 and the event gross loss after was (\$2675). Month to date we had a net loss of (\$110,681) on a budget of (\$267,409) which was

favorable to budget by \$156,728. Year to date net income shows a net loss of (\$675,083) on a budget of (\$645,214) being unfavorable to budget by (\$29,868). The balance sheet shows \$4,035,034 with assets equal to the liabilities and equity. Rolling forecast is based on the budget and is still projecting a loss, currently sitting at (\$675,083) with a forecast of (\$587,272) and a year to date of (\$501,322) resulting in an unfavorable variance of (\$85,919) for the year.

2024 Audit – Brady Martz

Brian Opshal began reviewing the process and how things are put together for the audit. The balance sheet was reviewed first and how the information gets rolled in with the city and takes that information with the 2023 numbers to compare with 2024. He stated that most of the numbers were up and that the one that went down was for advanced ticket sales which he noted was due to the Zach Bryan show. Next was the income statement and he noted on the city numbers were up, the operations side was also up and overall, a very successful 2024.

*A motion was made by Scott Foyt to approve the 2024 Annual Audit: seconded by Matt Fischer
Motion passed unanimously*

Management Reports

- a. Executive – Ribbon cutting next week and ready to go, Ken to speak, mayor to speak and JT to speak. PT dinner the night before the open house. Annual all-staff training last week, very successful regarding evacuations and procedures with local PD and EMT's. Booking for 26 are looking better and a bit more momentum, end of year better than beginning.
- b. Finance – not much going on, staff is excellent and making things happen. Cash team is going to assist with guest services in the cashless movement.
- c. Operations – Dominick reported ramps are completed for arena floor. Working on cupholders for field suites, getting ready for football and AV in the meeting rooms and ballrooms. Working with Marco on these.
- d. Food & Beverage – quiet in back, getting the kitchen back put back together and getting ready for football.
- e. Partnerships – working with signage companies to get new partners signs in the arena. Bears Home Heating is taking a spot by Altru signage. New initiative for the field suites, having a suite sponsored for a military family, signage company coming see what can be done on the field suites padding. Carli has been hugely instrumental with the addition of Scheels sponsoring Entrance 2 and the addition of Chick-fil-A on the concourse.
- f. Marketing – busy months with over 900K views on social. Link-clicks are on the uptick recently. Lots of hits with video content. Comic Con had a 14% increase this year, 187% increase in weekend passes. Lots of promotions are going on with the fall events and getting public prepared for the cashless movement. Derek was the top responder with Matt right behind him by 3 votes
- g. Conference Sales – rolled into Executive – Shelby was not here.
- h. Events – All staff training last week and went over policies and procedures. Practiced a shelter in place that led to an evacuation. MVP's and gift cards were presented and now preparing for next week and all things football. New intern started and will be a big help.

Conference Center Renovation Update

Able to punch list a lot of things and get everything tightened up for the reopening next week. Little things will be in the works after the opening, in particular the screens in the ballrooms. Projectors and partitions are still in the works. Partitions being the ones for the bathrooms. Almost entirely on time and on budget.

Committee Reports

- a. Finance & Renovation – 2025 Capital review – New chillers will be turned on tomorrow. They were filled last weekend. Hope to turn off the old ones to the south in a couple of weeks. The hope is to have the project completed by Thanksgiving to include the netting for the chillers to keep the pigeons out of the area. Soil dish breakdown is due to go in on the 3rd which is behind by a couple of weeks, but we will make it work.
- b. Visit Greater Grand Forks – Julie was not in attendance, but she is excited about the renovation, Anna reported.
- c. UND – Erik thanked everyone for attending the Chamber event. Fall kick off was a big hit and thanked everyone from Alerus for showing. Ready for football, the 6pm start has proven to be a big hit and following the game will be fireworks again to get the season off to a big start.

Adjournment

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

Meeting adjourned at 12:55pm

Respectfully submitted,
AJ Heath, Office Manager

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
TOTALS	32	33	37	33	23	2	3	3	41	41	39	35	322
											Less City Use:		294

August 2025 Total Number of Events Comparison

Event Type	2022	2023	2024	2025
Banquets	4	1	3	0
Concerts	1	0	2	0
Family Shows	0	0	0	0
Conventions	0	0	0	0
Meetings	10	13	14	1
Consumer Shows	0	2	1	0
Trade Shows	0	0	0	0
Wedding Receptions	4	5	4	0
Community/Civic	1	0	1	1
Sporting	0	0	0	0
Comedian	0	0	0	0
City Use	3	3	1	2
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	0	0	1	0
Monthly Total	23	24	27	4
Year-to-Date Total	233	222	229	177

August 2025 Total Number of Event Days Comparison

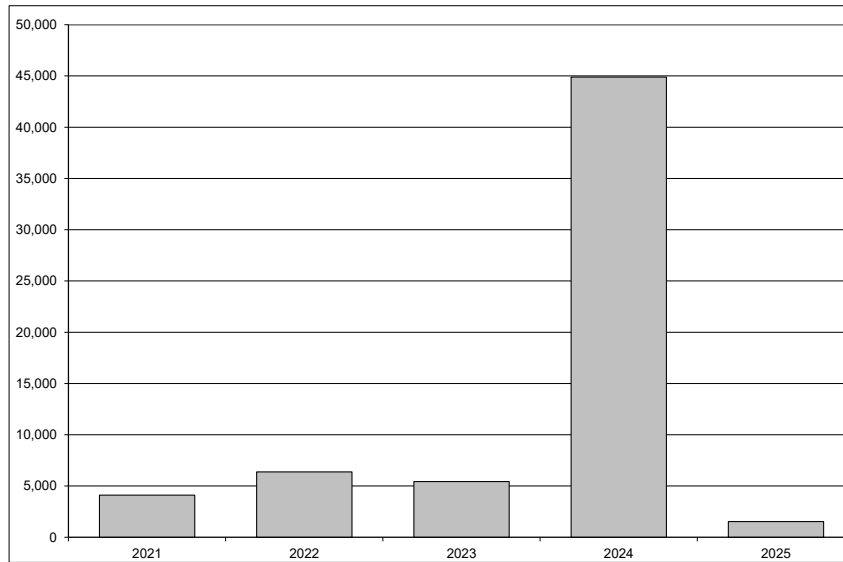
Event Type/Days	2022	2023	2024	2025
Banquets	4	1	3	0
Concerts	1	0	2	0
Family Shows	0	0	0	0
Convention	0	0	0	0
Meeting	19	15	16	1
Consumer Show	0	25	18	0
Trade Show	0	0	0	0
Wedding Reception	4	5	4	0
Community/Civic	1	0	3	3
Sporting	0	0	0	0
Comedian	0	0	0	0
City Use	3	3	1	2
Beer and Bacon Festival	0	0	0	0
Dance	0	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Other	0	0	4	0
Monthly Total	32	49	51	6
Year-to-Date Total	368	346	383	303

ALERUS CENTER

2025 Attendance Comparison

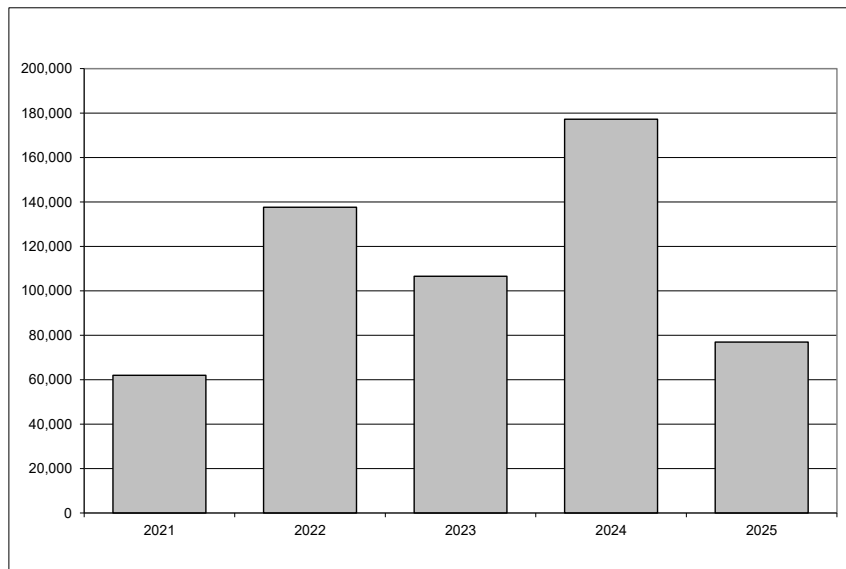
August

2021	2022	2023	2024	2025
4,106	6,380	5,436	44,886	1,532



YEAR-TO-DATE COMPARISON

2021	2022	2023	2024	2025
61,930	137,585	106,506	177,222	76,943



Commission Packet Upcoming Events

Description	Start Date	End Date	Type
NOSHA 2025	09/24/25	09/24/25	Large Meeting (MEETL)
Commission Meeting	09/24/25	09/24/25	City Usage (CITY)
DECA New Member Conference 2025	09/24/25	09/24/25	Small Meeting (MEETI)
ACS Process Training for Maintenance	09/24/25	09/24/25	Small Meeting (MEETI)
Valley Senior Living Foundation's Octoberfest 2025	09/25/25	09/25/25	Large Banquet (BANQL)
Crystal Rock Healing Pop-up Shop	09/25/25	09/27/25	Small Consumer Show (CONSS)
Altru Gala 2025	09/27/25	09/29/25	Special Event (SPEC)
Cole Swindell + Priscilla Block CONFIRMED	09/27/25	09/27/25	Minor Concert (MNCON)
Relate Care Clinic Banquet	09/29/25	09/29/25	Large Banquet (BANQL)
Fall Job Fair	09/30/25	09/30/25	Trade show (TRADE)
Cognia Meeting	09/30/25	09/30/25	Small Meeting (MEETI)
ND, SD, Mt.P Library Association Convention	10/01/25	10/03/25	Convention (CONVE)
Dakota Medical Foundation Fundraising Mindset Training	10/01/25	10/01/25	Small Meeting (MEETI)
Halestorm and Lindsey Stirling - Pinnacle Entertainmentinc	10/02/25	10/02/25	Minor Concert (MNCON)
ACS Leadership (Fall 2)	10/03/25	10/03/25	Small Meeting (MEETI)
Gourde/Aanderud Wedding Reception	10/04/25	10/04/25	Wedding Reception (WEDD)
Johnson/Laternus Wedding Reception	10/04/25	10/04/25	Wedding Reception (WEDD)
Greater Grand Forks Women's Leadership Cooperative	10/07/25	10/07/25	Small Meeting (MEETI)
Finance & Renovation Meeting	10/08/25	10/08/25	City Usage (CITY)
UND Football vs Youngstown State (3:00PM Kick)	10/09/25	10/11/25	Football Regular Season (FBREG)
MPAT GFPD Course	10/09/25	10/09/25	City Usage (CITY)
UND Fan Luncheons	10/10/25	10/10/25	Charity / Community (CHARI)
ACS Leadership (Fall 3)	10/10/25	10/10/25	Small Meeting (MEETI)
Pepperling/Hasselbeck Wedding Ceremony & Reception	10/11/25	10/11/25	Wedding Reception (WEDD)
Greater Grand Forks Youth Football 2025 (Target)	10/12/25	10/12/25	Other Sport (SPORT)
UAS Summit & Expo 2025	10/13/25	10/15/25	Convention (CONVE)
Quilting on the Red 2025	10/16/25	10/18/25	Large Consumer Show (CONSU)
UND Fan Luncheon	10/17/25	10/17/25	Charity / Community (CHARI)
2025 Sports Card Show	10/18/25	10/18/25	Large Consumer Show (CONSU)

Family Voice of ND Trunk or Treat 2025	10/19/25	10/19/25	Charity / Community (CHARI)
Greater Grand Forks Women's Leadership Cooperative	10/21/25	10/21/25	Small Meeting (MEETI)
Commission Meeting	10/22/25	10/22/25	City Usage (CITY)
Northern Valley Career Expo	10/22/25	10/22/25	Convention (CONVE)
UND Football vs Indiana State (3:00PM Kick)	10/23/25	10/25/25	Football Regular Season (FBREG)
ICON - Gabriel Iglesias CONFIRMED	10/23/25	10/23/25	Comedian (COMED)
Polk County, MN Land Auction	10/23/25	10/23/25	Small Meeting (MEETI)
Indiana State University Football Team Meals	10/24/25	10/25/25	Large Banquet (BANQL)
ACS Leadership (Fall 4)	10/24/25	10/24/25	Small Meeting (MEETI)