

AGENDA

Grand Forks Events Center Commission

Wednesday February 25, 2026 | 12:00 PM
Meeting Room 12



___ Greg Rixen ___ Irene Halbritter ___ Jarrod Spoor ___ Scott Foyt
___ Matt Fischer ___ Russell Kraft ___ Ken Vein ___ Julie Rygg
___ Bill Chaves

1) Call to Order

2) Roll Call

3) Consent Agenda

- a. Approval of January 28, 2026, meeting minutes

4) Approval of November 2025 Financials & January 2026 Financials

5) Scoreboard Project Review

6) 2025 Annual Report Presentation

7) 2025 Qualitative Presentation

8) Management Reports

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

9) Committee Reports

- a. Finance & Renovation –2026 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

March 25, 2026; April 22, 2026; May 27, 2026

Finance & Renovation

March 11, 2026; April 8, 2026; May 13, 2026

Alerus Center Commission

Events Center Commission (3 year terms)

- **Greg Rixen** –*Chair*, Public at Large Representative
Expiration – July 31, 2028
- **Irene Halbritter** – *Vice-Chair*, Public at Large Representative
Expiration – March 31, 2027
- **Jarrold Spoor** – *Former Chair*, Public at Large Representative
Expiration - December 30, 2027
- **Scott Foyt** – Public at Large Representative
Expiration – December 31, 2026
- **Russell Kraft** –Public at Large Representative
Expiration – June 30, 2027
- **Matt Fischer** - Public at Large Representative
Expiration – December 31, 2026
- **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, January 28, 2026 | 12:00 pm
Meeting Room 12



Call to Order: Jarrod Spoor called the meeting to order at 12:03pm

Roll Call

Present: Jarrod Spoor, Russell Kraft, Greg Rixen, Ken Vein, Scott Foyt, Matt Fischer, Irene Halbritter, Julie Rygg, and Bill Chaves

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

Guests: Todd Feland, Maureen Storstad (City of GF), Matt Warnke & Chris Tieszen (Daktronics)

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on December 17, 2025, were reviewed and approved.

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

November & December Financials

Anna recapped that November was reviewed at the last meeting but not approved.

For December there were 32 events on a budget of 34 for the month with a total event revenue of \$382,966 of a budgeted \$727,029 resulting in (\$344,063) unfavorable to budget. Total Event Gross profit was \$108,227 on a budget of \$293,349, which was unfavorable to budget by (\$185,122). Total Gross Profit for the month is \$268,389 on a budget of \$356,940 for an unfavorable variance of (\$88,550). Indirect expenses for the month were \$491,616 on a budget of \$421,144 which made it (\$71,473) unfavorable to budget. Net operating income for the month was (\$223,227) on a budget of (\$63,204) which resulted in an unfavorable variance of (\$160,023) for the month. For the year we've had 319 events on a budget of 320. Total event revenue was \$6,964,746 for the month with event gross profit at \$2,459,803 on a budget of \$3,785,430 resulting in an unfavorable balance of (\$1,325,626). Total gross profit for the year was \$4,401,530 on a budget of \$4,540,397 resulting in an unfavorable balance of (\$138,868). Net Income for the year was (\$784,124) on a budget of (\$501,321) resulting in an overall loss of (\$282,803). AR shows 17% in over 90 days but the outstanding 30-60 days is coming in now and clearing itself up. AP is at 88% in the 30-60 days but there are 4 big accounts that make up that but are paid being paid now. The balance sheet shows assets and liabilities in line at \$3,867,490.

A motion was made by Scott Foyt to approve the December Financials; seconded by Ken Vein
Motion passed unanimously

By-law Review

Brief discussion regarding the suggested changes to the current bylaws concerning the position of secretary and past chair. Small discussion regarding the wording and duties of the positions.

***Motion was made by Matt Fischer to accept the recommended changes; seconded by Greg Rixen
All voted in favor of the motion, Scott Foyt voted against the motion
Motion passed.***

Commission Officer Election

Short discussion on the people interested in positions and reached out via email to Anna on the positions that they were interested in.

***A motion was made by Irene Halbritter to nominate Greg Rixen as Chair; seconded by Russel Kraft
Motion passed unanimously.***

***A motion was made by Scott Foyt to nominate Irene Halbritter as Vice-Chair; seconded by Matt Fischer
Motion passed unanimously.***

***A motion was made by Scott Foyt to nominate Jarrod Spoor to stay on a past chair; seconded by Irene Halbritter
Motion passed unanimously.***

Scoreboard Project Review

Derek began with noting the action items today are to decide what will provide the best “bang for the buck” for the scoreboard project. The base bid from Daktronics comes in at approximately \$3.8 million and includes a one-for-one replacement of the main center board, secondary boards, and ribbon board. However, because the project budget is \$4.5 million, there is flexibility to enhance the system rather than simply replace it. The primary upgrade options focus on expanding the main board in the center of the north and south walls (from roughly 60 feet wide to 80 feet, or up to 100 feet in the largest configuration), extending the ribbon board farther horizontally towards the bridge decks, and adding new digital elements such as column signage and “vomitory” signage above arena portals. The system would allow full customization, integration with existing Daktronics software, and remote-control capability, increasing flexibility for events and sponsorship activation.

From a value perspective, the strongest consensus leans toward maximizing the size and impact of the main center board. Expanding the primary display provides the greatest visual “wow factor,” enhances guest experience for major events, and offers flexible sponsorship opportunities without overcomplicating the layout. While add-ons like vomitory signage and additional column boards create more sellable advertising space, their measurable ROI is less certain and may not deliver the same impact across the majority of events. The recommended direction is to prioritize the largest and most impactful center board configuration possible within budget, then the scoreboard committee will evaluate remaining funds for the most strategic supplemental enhancements.

A motion was made by Matt Fischer to approve the base bid as presented and to authorize the selection of one alternative from Options 1 through 6, together with any additional Alternatives 7 through 20 that can be accommodated within the approved project budget, provided all required obligations and responsibilities are maintained; seconded by Irene Halbritter.

Motion passed unanimously

Management Reports

- a. Executive – OVG GM conference for senior leadership next week in Pasadena. Touring market is rough for 2026, possible new announce in April for a show but nothing major for the time. For Sales we had 32 events in December, 57 event days, 12 to dark days. And 318 events for the year 501 event days and 117 dark days due to the renovation. Working with

- F&B to revamp the menu and launch that in June. For 2026, currently 196 booked events with a goal of 360, 54% for the year already and 102 events in the next 90 days.
- b. Finance – wrapping up 2025, starting budget for 2027, new person hired for AP.
 - c. Operations – Curtailment (switch from natural gas over to fuel) ongoing since the 21st, going on 8 days now. 1000 gal of fuel a day. We fill in 5K increments, unprecedented length of time, at the mercy of Xcel Energy who dictates when they start and end.
 - d. Food & Beverage – Robotics was successful for concessions. Sugar beet & Dry Bean expo went well and prepping for Happy Harry’s Pork and Brew.
 - e. Partnerships – Closed out 2025 favorable to budget both corporate and building side. Selling events now, Happy Harry’s Pork and Brew this weekend, crop expo next month, advertising up. Renewals coming up this summer, including Hugo’s raceway and extending the lease with Red River BMX.
 - f. Marketing – Closing out Happy Harry’s Pork & Brew, PBR. Ramping up marketing for Crop Expo, Happy Harry’s Pork & Brew ticket sales continue trending they will be on par with last year’s show. Mathilda from the ad will be attending. Harlem Globetrotters and Monster Trucks are coming up. Facebook followers are over 50,000. Exploding trees ad was a good bump for PBR. Derek topped Facebook likes, Anna now in top 3. Lots of folks entered the 25 days of Alerus – more entries than Big Ticket
 - g. Conference Sales – Anna reported in Executive.
 - h. Events – Trade show season, Matty just finished Sugar beet and Dry bean expo. Matty will be going on maternity leave in May.

Committee Reports

- a. Finance & Renovation – 2026 Capital review – first look at the budget in CIP. Scoreboards and elevator projects are coming up this year. Washers and new computers are under budget. Long range plan is available for viewing.
- b. Visit Greater Grand Forks – Julie left and Anna presented – Board meeting last night and event funding meeting this morning. They turned down non-economic impactors but are focusing more on sports and conventions to accommodate the new Altru Sports Complex. Occupancy was up in Grand Forks last year while down around the state. New brochures out for the city.
- c. UND – Bill left early.

Adjournment

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

Meeting adjourned at 1:38pm

Respectfully submitted,
AJ Heath, Office Manager

Jarrold Spoor,
GFECC Chair

ALERUS CENTER

2026 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 2026
EVENTS SPREAD

<u>EVENTS</u>	<u>JAN</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									1	2	2		5
Other College Sports													0
Other Sports (College, HS)	2			1		1				1	2		7
High School Sports													0
Robotics			1										1
Performing Arts				1								1	2
Minor Concerts									1			1	2
Major Concerts			1						1	1			3
Globetrotters			1										1
Motor Sports				2									2
Family Shows				1	1								2
Comedians													0
Graduations					1								1
Happy Harry's Pork & Brew Festival	1												1
Other													0
Banquets - Large	2	2	2	5	3		1	1	2	4	4	4	30
Banquets - Small	3	3	4	5	3		2	2	3	4	4	4	37
Weddings	1		1	2	3	6		4	4	2	1	2	26
Special Events			1	1					1	1			4
Meetings - Large	2	4	4	4	2	2	1	4	3	4	4	1	35
Meetings - Small	10	10	12	12	10	8	5	10	12	10	10	8	117
Consumer shows - arena	1	1	1		1						1		5
Consumer shows - small		2	1	2			1	1		1	2		10
Crop Expo		1											1
Trade shows				1					1				2
Conventions	1	2	2	1	1	2		1	3	3		2	18
Facility Use								1					1
Community Events	4	4	2	1	2	1			2	2	2	2	22
City Use	2	2	2	2	3	2	2	2	2	2	2	2	25
Equipment Rental			1	1	1					1			4
TOTALS	29	31	35	41	30	22	12	26	36	37	34	27	360

Less City Use: 335

January 2026 Total Number of Events Comparison

Event Type	2023	2024	2025	2026
Large/Small Banquets	5	5	5	5
Major/Minor Concerts	1	0	0	0
Family Shows	0	0	0	0
Conventions	0	0	2	1
Large/Small Meetings	19	12	14	19
Consumer Shows	0	0	0	1
Trade Shows	0	0	0	0
Wedding Receptions	0	1	1	0
Community/Civic	5	6	5	5
Sporting	1	1	1	2
Comedian	0	0	0	0
City Use	3	1	3	2
Happy Harry's Pork and Brew	1	1	0	1
Dance	1	0	0	0
Harlem Globetrotters	0	0	1	0
Monster Trucks	0	0	0	0
Other	1	0	0	0
Monthly Total	37	27	32	36
Year-to-Date Total	37	27	32	36

January 2026 Total Number of Event Days Comparison

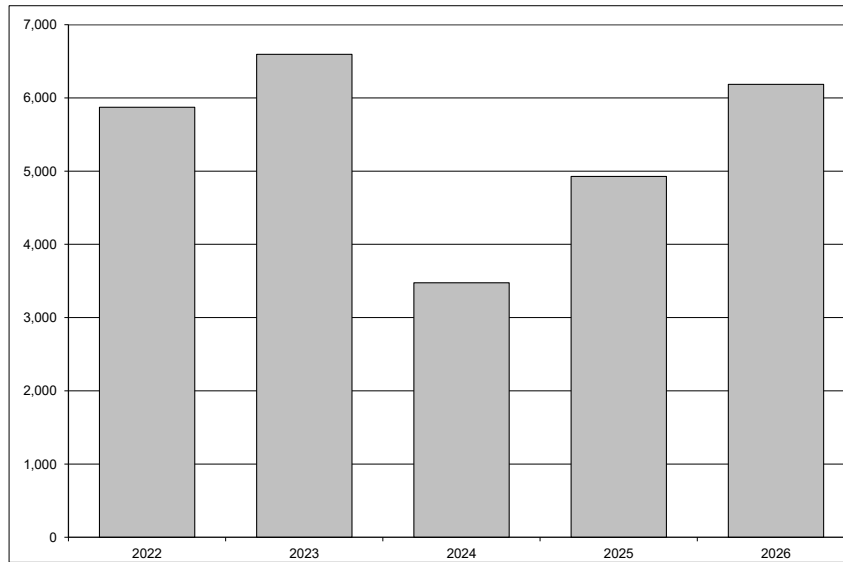
Event Type/Days	2023	2024	2025	2026
Large/Small Banquets	5	10	6	6
Major/Minor Concerts	1	0	0	0
Family Shows	0	0	0	0
Conventions	0	0	7	3
Large/Small Meetings	24	23	20	25
Consumer Shows	0	0	0	4
Trade Shows	0	0	0	0
Wedding Receptions	0	1	1	0
Community/Civic	5	6	5	5
Sporting	1	1	1	4
Comedian	0	0	0	0
City Use	3	1	3	2
Happy Harry's Pork and Brew	1	1	0	1
Dance	2	0	0	0
Harlem Globetrotters	0	0	1	0
Monster Trucks	0	0	0	0
Other	1	0	0	0
Monthly Total	43	43	44	50
Year-to-Date Total	43	43	44	50

ALERUS CENTER

2026 Attendance Comparison

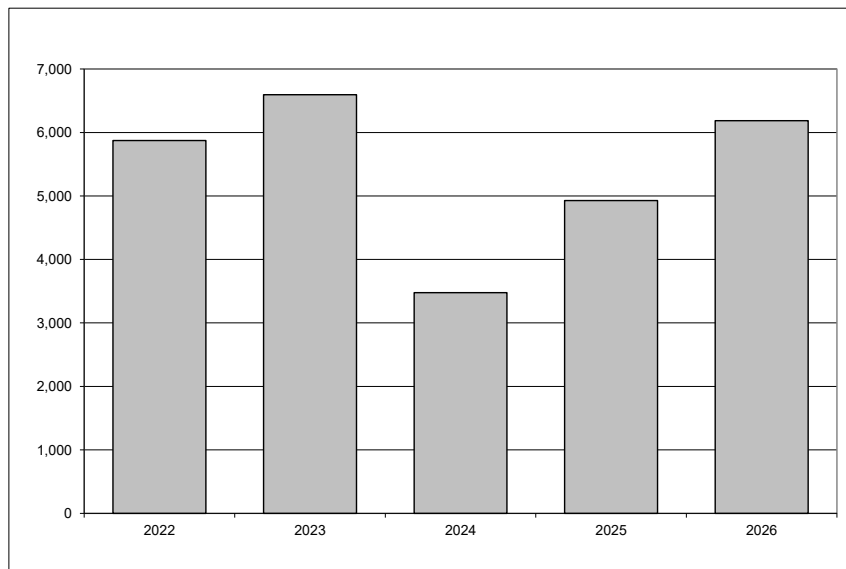
JANUARY

2022	2023	2024	2025	2026
5,872	6,595	3,476	4,928	6,185



YEAR-TO-DATE COMPARISON

2022	2023	2024	2025	2026
5,872	6,595	3,476	4,928	6,185



Commission Packet Upcoming Events

Description	Start Date	End Date	Type
Emerson/ACS Meeting	02/24/26	02/24/26	Small Meeting (MEETI)
McGauvran/Beneda Reception Tasting	02/24/26	02/24/26	Facility Use (FAC)
2026 River Watch	02/25/26	02/25/26	Large Meeting (MEETL)
ACS Sugar End Process Training	02/25/26	02/25/26	Small Meeting (MEETI)
Commission Meeting	02/25/26	02/25/26	City Usage (CITY)
Agronomy Update Meeting	02/25/26	02/25/26	Small Meeting (MEETI)
NDHSA Convention 2026	02/26/26	02/28/26	Convention (CONVE)
NDHSA MEAL TICKETS	02/27/26	02/28/26	Facility Use (FAC)
Drive in Movie- Arena Sound Check	02/27/26	02/27/26	Facility Use (FAC)
UND Student Government Drive-In Movie	03/01/26	03/01/26	Other (OTHER)
Cheshire/Septon Wedding Reception Tasting	03/03/26	03/03/26	Facility Use (FAC)
Simplot	03/03/26	03/03/26	Small Meeting (MEETI)
North Dakota State Plumbing Board Meeting	03/04/26	03/04/26	Small Meeting (MEETI)
Sauve/Johnson Wedding Reception Tasting	03/04/26	03/04/26	Facility Use (FAC)
CHS AG Industry Day 2026 - Courtney Malm is POC	03/05/26	03/05/26	Large Meeting (MEETL)
Red River R/C Flyers	03/05/26	03/05/26	Charity / Community (CHARI)
Harlem- Arena Sound Check	03/05/26	03/05/26	Facility Use (FAC)
Knight for a Princess 2026	03/06/26	03/07/26	Large Banquet (BANQL)
Harlem Globetrotters (Confirmed)	03/07/26	03/07/26	Globetrotters (GLOB)
Private Pesticide Recertification Training	03/09/26	03/09/26	Small Meeting (MEETI)
7018 ACS	03/09/26	03/13/26	Small Meeting (MEETI)
MPAT GFPD Course	03/10/26	03/10/26	City Usage (CITY)
CHS Transportation Meeting 2026	03/10/26	03/10/26	Small Meeting (MEETI)
Great Northern Regional FIRST Robotics 2026	03/11/26	03/14/26	Robotics (ROB)
Finance and Renovation	03/11/26	03/11/26	City Usage (CITY)
FIRST ROBOTICS TEAM MEALS	03/12/26	03/14/26	Facility Use (FAC)
Greater Grand Forks Farm Toy Show	03/13/26	03/14/26	Small Consumer Show (CONSS)
Spring Bazaar	03/13/26	03/14/26	Small Consumer Show (CONSS)
Children & Family Services Training	03/16/26	03/19/26	Small Meeting (MEETI)
7409 ACS	03/16/26	03/20/26	Small Meeting (MEETI)
APH 2026 Product Expo Tour	03/17/26	03/17/26	Trade show (TRADE)

Rye Township Annual Meeting	03/17/26	03/17/26	Small Meeting (MEETI)
Red River R/C Flyers	03/18/26	03/18/26	Charity / Community (CHARI)
Richards/Toutenhoofd Reception Tasting	03/18/26	03/18/26	Facility Use (FAC)
Introduction to Vibration Analysis	03/18/26	03/18/26	Small Meeting (MEETI)
UND Aerospace - Spring Fling	03/19/26	03/19/26	Large Banquet (BANQL)
Feast of Nation- Livewire Load in	03/19/26	03/19/26	Facility Use (FAC)
Feast of Nations	03/20/26	03/22/26	Special Event (SPEC)
Budget RV/ Leisureland RV Camper Show	03/20/26	03/22/26	Trade show (TRADE)
2026 ND HOSA State Leadership Conference	03/22/26	03/24/26	Convention (CONVE)
Dirt Load In	03/24/26	03/27/26	Facility Use (FAC)
Commission Meeting	03/25/26	03/25/26	City Usage (CITY)
Mobile Pro Load In Day- EDC	03/25/26	03/25/26	Facility Use (FAC)
Jaylynn's XV tasting	03/25/26	03/25/26	Facility Use (FAC)