

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