

## MINUTES

Grand Forks Events Center Commission

**Wednesday September 24, | 12:00 pm**  
**Meeting Room 12**



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**Call to Order:** Greg Rixen called the meeting to order at 12:07 pm

### **Roll Call**

**Present:** Greg Rixen, Russell Kraft, Scott Foyt, Matt Fischer, Irene Halbritter (TEAMS), Ken Vein and Chad Karthauser

**City:** Maureen Storstad, Todd Feland

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

**Guests:** Ryan Richardson (PCL Contractors), Casey Hutton (EAPC)

**We have a quorum.**

### **Consent Agenda**

The minutes from the last Commission Meeting on August 27, 2025 were reviewed and approved.

*A motion was made by Matt Fischer to approve the minutes; seconded by Russell Kraft Motion passed unanimously.*

### **July & August Financials**

July Financials were reviewed last month with no changes since then, so we can move forward into August.

*A motion was made by Scott Foyt to approve the July Financials; seconded by Irene Halbritter Motion passed unanimously.*

For August there were 4 events of a budgeted 3 for the month. Total Event revenue for the month was \$41,026 of the budget \$786 resulting in a favorable variance of \$40,240. Event Gross profit before was \$6937 on a budget of \$57,610 resulting in an unfavorable budget by (\$50,673) Total Gross Profit for the month is \$156,354 of a budgeted \$121,701 resulting in a \$34,653 favorable balance. Indirect expenses for the month were \$478,898 on a budget of \$420,143 which resulted in an unfavorable balance of (\$58,755). Net operating loss for the month was (\$322,544) of the budgeted net loss of (\$296,442) which resulted in an unfavorable variance of (\$24,102) for the month. For the year we've had 178 events of a budgets 166 showing us favorable by 12. Event Gross Profit for the year is \$1,121,279 on a budget of \$1,912,136 resulting in an unfavorable variance of (\$790,857). Total Gross Profit for the year is \$2,394,222 of a budgeted \$2,417,489 resulting in an unfavorable variance of (\$23,267). Overall, for the year we are at a net loss of (\$997,626) of the budgeted (\$943,656) so we are unfavorable to budget by (\$53,970). AR is showing 62% is over 90 days and collection process is ongoing. AP is 76% is current or 30days. The balance sheet shows total assets of \$4,012,781 and current liabilities of \$2,341,507 and total equity of \$1,671,274. The Rolling Forecast shows that we have had 178 events so far with 148 projected for the remainder of the year putting total events at 326 for the year. The rolling forecast is currently showing a net loss of (\$997,626) with a projected income of (\$303,823) with a forecast of (\$832,599) with a year-end budget of (\$501,322) resulting in a net loss of (\$331,227).

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

### **Management Reports**

- a. Executive – transition the cashless is going smoothly, minimal resistance, people are relatively happy and per caps are up. Good reception for the new conference center. Booking for 2026 is down all around but going to a booking conference first week of October in Nashville and lots of meetings are planned for that.
- b. Finance – nothing to add for the month.
- c. Operations – Turf cover went down and were able to save on labor costs. AV issues will be worked on with Marco tomorrow for the ballrooms. New ramps put in and that was a heavy expense but necessary and working out great. New dryer was purchased, the old one was 20 years old.
- d. Food & Beverage – per caps for football are up.
- e. Partnerships – on track for 100% for the end of the year. VIP – veterans in premium is a new success, we have extended a field suite to a family per game, and they have access and amenities for shows as well. Signage is up for Scheels, Bears and Chick-fil-A.
- f. Marketing – final push for Cole and Halestorm/Lindsey Sterling in motion and then continuing for the other shows. 32% increase in link clicks, 59% increase in page visits, so social media is trending up. Continuing to promote in town with billboards. Cashless is going great. Working on some fun backstage options for the future of shows.
- g. Conference Sales – August saw 3 events, making it 6 event days. Sept 35 events and 41 event days so far, 3 of those were grand reopening events, ribbon cutting and Business after hours. Tomorrow is the final punch for cc reno. Moving into sales and partnering with DDA for the wedding show downtown. Contract just came in for Robotics for the next 3 years. 281 of 322 events for the year
- h. Events – Staying busy, football has been great, getting ready for concert season as well, Altru gala coming up.

### **Conference Center Renovation Update**

Casey reported that everything has been touched on. Ryan reported that partitions will be in soon, projection screens are on their way now and will be finalizing the hearing loop as well, working with the building to get those in and get this wrapped up soon.

### **Committee Reports**

- a. Finance & Renovation – 2025 Capital review – New chillers are working and getting the pigeon deterrents in place. Insulation for the 3<sup>rd</sup> floor is being put in. New Chillers were working on the bowl, concourse and the field.
- b. Visit Greater Grand Forks – Board meeting last night and lots of discussion about event funding program. General consensus is to prioritize conferences and larger events. More to come on the sports complex. ADR is currently down from this time last year but overall is steady. Grant funding committee meeting is coming up.
- c. UND – Chad reported that the first 2 games were very successful. Portland had a higher scan count than Montana from last year. It was also high for Valparaiso. Bid process is changing again for playoffs and you don't have to put in any money, just have to put in a request. The FCF ranks the teams 1-24 and you just have to put in a bid. Still looking for a team to have the first game in 2026 which would potentially be a Thursday.

**Adjournment**

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

Meeting adjourned at 12:43pm

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Respectfully submitted,  
AJ Heath, Office Manager

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Jarrod Spoor,  
GFECC Chair