

## MINUTES

Grand Forks Events Center Commission



**Wednesday October 22, 2025, | 12:00 pm**  
**Ballroom 5**

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

### **Roll Call**

**Present:** Jarrod Spoor, Greg Rixen, Russell Kraft, Scott Foyt, Matt Fischer, Irene Halbritter, Ken Vein and Bill Chaves (TEAMS)

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

**Guests:** Casey Hutton (EAPC)

**We have a quorum.**

### **Consent Agenda**

The minutes from the last Commission Meeting on September 24, 2025 were reviewed and approved.

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

### **September Financials**

Derek presented it on behalf of Andrea. For September there were 39 events on a budget of 40 for the month. Direct event revenue is \$307,115 on a budget of \$772,638. Total Event revenue for the month was \$1,030,153 on a budget of \$1,717,278. Total event cost was \$540,548 on a budget of just over a million. Event Gross profit was \$370,705 on a budget of \$554,046. Total Gross Profit for the month is \$632,452 of a budgeted \$616,324. Indirect expenses for the month were \$440,491 on a budget of \$420,143 which resulted in an unfavorable balance of (\$20,348). Net operating income for the month was \$191,961 of the budgeted net loss of \$191,181 which resulted in an unfavorable variance of (\$4,220) for the month. For the year we've had 217 events of a budget 206. Overall, for the year we are at a net loss of (\$805,665) of the budgeted (\$747,475) so we are unfavorable to budget by (\$58,191). AR shows 96% is within 30 days and 4% over 90 days follow the standard operating procedures on the collection process is ongoing. New operating system Coupa for AP is a work in progress for the finance team, and they are working with vendors to make sure they are on top of the payments. Not digging too deep into the balance sheet shows assets and liabilities in line at \$4,581,165. The Rolling Forecast is not as detailed as we like with Andrea out but taking what we had at the end of August, the forecast shows (\$832,599) being conservative with the numbers. Year-end total of (\$501,322) and an unfavorable variance of (\$331,277). Looking to have a more positive number for September.

***A motion was made by Rusell Kraft to approve the September Financials; seconded by Greg Rixen Motion passed unanimously.***

### **Management Reports**

- a. Executive – currently in Bismark filling a request for management services. OVG might bid on that project. Would be good booking strategies on both arena and conference center sides. Was in Nashville for a booking conference – limited tours and bigger tours are staying in

- primary/major markets for 2026 but still going after them. Gabriel Iglesias tomorrow and big conversion overnight for Football on Saturday.
- b. Finance – Andrea was not here.
  - c. Operations – from this afternoon until this time Saturday, operations will be going from career expo to the concert tomorrow then overnight into football.
  - d. Food & Beverage – Busy September. Chef Leah put in her notice. Major tasting next week for UND and prepping for football in Nov.
  - e. Partnerships – Big ticket giveaway is back and will be open until mid-December. Field suites are sold out for NDSU and the remainder of the season. They maintain a high demand item. New national sponsorship is with Lyft, official partner with OVG
  - f. Marketing – Continuing to work with tours to get closing ads out. Gabriel Iglesias, Mercy Me and Styx are heavy in their final push. Pepper gave a shout out to Alerus for our Marketing strategies and utilizing the employees to help drum up interest and suggest other venues view our socials. Derek is top fan. 1.5 million views across social. 40% increase in clicks, 67% increase in post shares.
  - g. Conference Sales – September had 39 events, 58 event days and 3 dark days. 92 dark days for the year with the building closed for 118 days for renovations so that shows how busy we've been. Held 216 events of the 289 confirmed on the budget of 322 events. 50 events between now and thanksgiving. Remodel is still hitting the punch list just difficult to get contractors back in with everything being booked. Did the annual Downtown Wedding show and had a few bookings coming from it.
  - h. Events – getting ready for the next football games (3) and (4) shows remain for the year. Working on getting the new Event Managers spun up on how to execute events and make clients happy.

### **Conference Center Renovation Update**

Derek said that they are trying to get through the punch list. Hearing loop and bathroom partitions still need to be finished. Side notes about the wheel-in screen and projectors still needing to be updated – this was not part of the original scope so please look for some bid language to go out regarding the new screens and projectors that are going to be drop downs from the ceilings and soffits in the ballrooms. Look for this information to come in the next commission meeting. Screens are in 4 & 5 are installed but need to work with Marco to get them automated. For the chiller plant, they are building the wall now and should be done and wrapped up by Thanksgiving. Eagle eye for pigeon deterrent malfunctioned and needed a new part which should be in soon.

### **Committee Reports**

- a. Finance & Renovation – 2025 Capital review – was addressed in the prior bullet.
- b. Visit Greater Grand Forks – Border crossings are bad and will remain so until 2030 as predicted by the US Travel Association. Occupancy is up to 68% from 66% for September 2024. This has gone up in the last 4 weeks due to the Gopher Weekend, concerts and cross country. Everyone in surrounding markets is down from this time last year.
- c. UND – Playoffs discussion 24 of 125 teams, 11 auto births, 13 at large. 11 conferences have automatic births and a representative from each will be on a committee that will meet in Indianapolis to create the bracket. Committees use more information than what the media produces. First 8 do not play Thanksgiving weekend, 9-24 will play that weekend, 9-16 will host 17-24 that weekend.

**Adjournment**

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

Meeting adjourned at 12:38pm

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Respectfully submitted,  
AJ Heath, Office Manager

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Jarrod Spoor,  
GFECC Chair