

MINUTES

Grand Forks Events Center Commission



Wednesday, November 19, 2025 | 12:00 pm
Meeting Room 12

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

Roll Call

Present: Jarrod Spoor, Greg Rixen (TEAMS), Scott Foyt, Matt Fischer, Irene Halbritter, and Erik Martinson

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

Guests: Todd Feland, Maureen Storstad (City of GF)

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 Irene Halbritter to approve the minutes; seconded by Matt Fischeer Motion passed unanimously.

October Financials

For October there were 35 events on a budget of 41 for the month but we had several conferences, Gabriel Iglesias and other concerts. Direct event revenue is \$848,533 on a budget of \$1,271,100. Total Event revenue, ancillaries and such was \$1,722,224 on a budget of \$2,289,533. Total event cost was \$954,728 on a budget of just over a million. Event Gross profit was \$611,812, which was favorable to budget by \$33,820. Total Gross Profit for the month is \$664,829 of a budgeted \$638,520 for a favorable variance of 26,309. Indirect expenses for the month were \$360,055 on a budget of \$420,143. Net operating income for the month was \$304,775 on a budget of \$218,377 which resulted in a favorable variance of \$86,397 for the month. For the year we've had 252 events on a budget of 247. Overall, for the year our total gross profit is \$3,691,503 with indirect expenses of \$4,192,394 brings our net operating loss to (\$500,891) on a budget of (\$529,089) so we are favorable to budget by \$28,207. AR shows 85% is in 30 days or better. AP is at 92% over 30 days. The balance sheet shows assets and liabilities in line at \$4,159,324. We are forecasting 325 events and gross profit of \$4,559,586 with indirect expenses of \$5,032,680 which is a net operating loss of (\$473,114). The budget is (\$501,321) so with the net operating loss, we are currently forecasting to finish favorable to budget by \$28,207 at this point.

A motion was made by Matt Fischer to approve the October Financials; seconded by Scott Foyt Motion passed unanimously.

Management Reports

- a. Executive – Close to end of hectic fall with Cirque, Hairball and potential football playoff game but arena events are about to cool off. Weird AI is in pre-sale now. Industry wide touring is still down and it's usually quiet during the holidays. Officer Elections for 2026 being added to next meeting agenda and discussion of Secretary position.
- b. Finance – getting everything cleaned up for audit next year.

- c. Operations – Turf cover conversion for Thanksgiving weekend for playoffs and Cirque. Building repairs and keeping up with the events.
- d. Food & Beverage – NDSU was 2nd highest per/cap this year. Interviews for executive chef are ongoing. Increase in per caps for football with cashless.
- e. Partnerships – 99% to goal currently. Will hit 100% by year end and has been a slight challenge. Altru has verbally renewed. Big Ticket Giveaway is underway for 2026. 1 field suite avail for last game
- f. Marketing – Busy month 1.5 mil views over all platforms and 10% increase in link clicks. Working on Cirque and Hairball final push and Weird Al was just announced and in artist pre-sale. Pushing PBR, Pork and Brew and Harlem Globetrotters. NDSU game with interaction between Fargodome and Alerus was positive and added to ticket sales. Shout out to Cole Johnson for additional Ticketmaster training. Looking for some pigs to work on a promo for Pork & Brew.
- g. Conference Sales – 35 events, year to date we’ve had 251 that equaled 47 event days 408 event day total. 64 events booked between November and December, which 10 more needed to hit the 325 for the year. 128 confirmed events for 2026. VGGF campaign to promote the conference center renovation to push for summer conferences. This is transitioning to a physical campaign with mailers.
- h. Events – Working on a command center program called WE-track to utilize for larger events to bring dispatch logs, texts, housekeeping, missing children and activating the emergency action plan together to combine all these tools. Hairball and Cirque in the works. Another football game is coming soon and Drive in Movie community event.

Capital Bid # 88420-P (Projectors) - Review of Sealed Bid Submissions

Derek began by reviewing the projector bid tab and the specific requirements outlined in the bid documents. The Alerus Center Commission then reviewed the three bids. One bid, Fortis, was dismissed early for being significantly overpriced and for proposing equipment unsuitable for the ballroom layout.

The remaining two bids, E Logic and HB Sound & Light, were close in total cost but differed meaningfully in functionality, lens requirements, installation practicality, and long-term usability. E Logic proposed higher-resolution projectors; however, their lens throw requirements were restrictive and more prone to alignment issues during event changeovers. Their design also limited the system to a single image source across all four projectors unless additional controllers were purchased, which would increase both cost and complexity. In addition, E Logic did not walk the space, creating uncertainty about compatibility with the existing room layout.

HB Sound & Light, by contrast, toured the ballroom and proposed a system tailored to the room’s real-world needs. Their bid included greater overall equipment value, allowed independent control of all four screens without additional purchases, and provided increased flexibility for a variety of event formats, including galas, training sessions, and breakout events. HB’s system also reduced the likelihood of last-minute projector adjustments that could disrupt event setups. Additionally, the Commission identified the use of a local service provider as an operational advantage, reducing future support costs and minimizing downtime compared to out-of-town vendors.

Based on flexibility, functionality, equipment value, installation practicality, and long-term support considerations, the Commission determined that HB Sound & Light represented the lowest and best bid.

***A motion was made by Matt Fischer to go with the lowest & best bid belonging to HB Light and Sound; seconded by Scott Foyt
Motion passed unanimously.***

Committee Reports

- a. Finance & Renovation – 2025 Capital review – PCL still working to install the hearing loop in ballroom 5, ballroom 4 is done. Partitions are installed in the women’s bathroom outside of the junior ballrooms. Projections screens are installed in ballrooms 4 and 5. The control panels are being installed but waiting on the LED panel for the lights to arrive. Chillers are being taken down from the south side, the north side is being converted to storage and putting up the metal siding on the outside now. Chillers should be done in the 2nd week of December. Carpet needs to be tacked back down in spots in the ballrooms from install of the hearing loop.
- b. Visit Greater Grand Forks – The Mayor and Todd will be attending meeting here next week to discuss the Altru Sports complex.
- c. UND – last game \$12 promo for filling corners. Win puts us on the bubble of which weekend we will host, if we lose, we will most likely be on the road. Erik thanked the staff for an exciting home season.

Adjournment

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

Meeting adjourned at 1:05pm

Respectfully submitted,
AJ Heath, Office Manager

Jarrold Spoor,
GFECC Chair