

MINUTES

Grand Forks Events Center Commission



Wednesday, December 17, 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, Russell Kraft, Greg Rixen, Matt Fischer, Irene Halbritter, and Chad Karthaus

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

Guests: Candice Stjern (City of GF)

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on November 19, 2025, were reviewed and approved.

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

November Financials

This will be presented in January 2026

Management Reports

- a. Executive – Working on year-end reports and working on booking for 2026. Still aggressive pursuit of events, still soft tours now. Bismarck will be under OVG beginning in April of 2026. Will fall under Anna’s district management.
- b. Finance – Working really hard on financials and getting ready for the year end and the audit coming next year. Inventory audit begins in early January.
- c. Operations – past weekend was drive in movie – smoothest to date. Parking was good. Alicia & Erika are doing good with staffing part-time and little use of temps. Working on building repairs during the quiet time
- d. Food & Beverage – Hairball was increase of 11% per caps. 8 holiday parties so far, and a couple of conferences this month. Looking forward to next year.
- e. Partnerships – officially over the 100% for the year. Awarded the Big-Ticket Giveaway this morning. Recipient was out of state- Alex Moore from Badger, MN. Happy Harry’s Pork & Brew is the primary focus going into the new year. 11 restaurants have committed to the event already, and past year sponsors are mostly signed on. The Goo Goo Dolls show is showing a high interest in premium seating. With the bridge decks closed for east-facing shows, Carli suggested the use of the ADA decks outside of the regular seating areas be converted & sold.
- f. Marketing – GGD is showing a lot of interest similar to Styx announce. 1.7mil views across social platforms, a lot of organic hits. Happy Harry’s Pork & Brew promo video is showing big interest and average watch time totals 14days & 14hours. Link clicks up to 15,000. Derek was dethroned from being like champion by 1 click. Anna announced that Matt has been made director of marketing for TRF and Alerus.

- g. Conference Sales – For November we hosted 35 events, 46 event days, 8 dark. 286 for the year, 456 event days, 59 event days and 105 dark days for the yr with the renovation. For December there are 34 events, 59 event days 12 dark days ending the year with 320 total events, 513 event days & 117 dark days for 2025. Next year, 2026, marks 25 yrs at Alerus on 2/10/26 and having a big campaign planned to celebrate.
- h. Events – Getting ready for trade show season coming up next year. Tons of conferences and lots of weddings, meetings, and concerts this spring. Working with event supervisors on what was called a Red Team which was like a secret shopper, exposing some weakness and where improvements need to be made. WeTrack dispatch system will launch in January for Happy Harry's Pork & Brew.

Commission Officer Election

Anna did a brief overview of the officer positions and their duties and how the transition occurs with the votes. It was also made known that the Commission has the authority to change bylaws and change the positions available, the city doesn't need to approve this. Matt Fischer suggested removing the secretary in favor of making it a past chair position, another discussion being that the chair maintains 2 yr term. Discussion is to review bylaws, move secretary to vice-chair, vice-chair to chair – chair to past chair. Postpone vote for 30days to review and rewrite bylaws then vote on the change and do officer elections. No motion is needed to make this change.

Scoreboard Bid Discussion

The discussion centered on the fact that the video board replacement project goes far beyond simply purchasing new displays. The most complex and critical element is the integration of all arena video boards with the existing production room, control systems, concourse displays, marquees, and other digital assets throughout the Alerus Center. The goal is to unify all digital signage and live production systems into a single, reliable platform that works seamlessly for in-house staff, UND athletics, and touring productions that may only be in the building for a short time. Staff noted that this level of system integration is highly specialized, and consultations with local architecture and engineering firms confirmed that the work would ultimately need to be subcontracted to an industry specialist regardless.

Sourcewell was recommended because it is an already authorized cooperative purchasing program used by the City of Grand Forks that competitively procured and ranked vendors through a comprehensive RFP process. Daktronics was the top-scored and only responsive vendor for this type of integrated system work and was also the original designer and installer of the Alerus Center's existing digital control software and infrastructure in 2019. Moving forward with Daktronics avoids undoing that prior investment, ensures system compatibility, and allows the company most familiar with the building to lead design and coordination with specialized subcontractors. Using Sourcewell eliminates the need for a redundant RFP process, reduces risk, saves time and cost, and allows Daktronics to begin design work immediately with no upfront commitment, positioning the project to meet the required operational timeline.

***A motion was made by Matt Fischer to use Sourcewell to obtain professional bids and move forward with Daktronics for the scoreboard and all ancillary services needed for them;
Seconded by Russell Kraft
Motion passed unanimously.***

Committee Reports

- a. Finance & Renovation – 2025 Capital review. Chiller plant – last louver was installed in North storage & installed. Sheetrock and electricity being installed for storage, should be done in Jan and working punch list. HB has ordered all the projector parts and will schedule installation when they arrive. PCL is onsite today installing the hearing loop in Ballroom 5.
- b. Visit Greater Grand Forks – Changes to the funding program but nothing special to note. End-of-year cocktail social with the area hotels to show off the new conference center.
- c. UND – UND commencement on Friday. Women’s cross country won Summit League championship, Coach Schmidt had a good first season of football, potential is good for a 12th game next season. Winter break for school and sports will pick back up in January.

Adjournment

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

Meeting adjourned at 1:02pm

Respectfully submitted,
AJ Heath, Office Manager

Jarrod Spoor,
GFECC Chair