

MINUTES

Grand Forks Events Center Commission



Wednesday, February 25, 2026 | 12:00 pm
Meeting Room 12

Call to Order: Greg Rixen called the meeting to order at 12:03pm

Roll Call

Present: Greg Rixen, Irene Halbritter, Jarrod Spoor, Russell Kraft, Ken Vein (TEAMS), Matt Fischer, and Erik Martinson

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

Guests: Todd Feland, Maureen Storstad (City of GF), Matt Warnke & Chris Tieszen (Daktronics)-TEAMS

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on January 28, 2026, were reviewed and approved.

A motion was made by Jarrod Spoor to approve the minutes; seconded by Irene Halbritter Motion passed unanimously.

November 2025 Financials Approval

Anna recapped that November was reviewed at the last meeting but not approved.

A motion was made by Matt Fischer to approve the November Financials; seconded by Jarrod Spoor Motion passed unanimously

January 2026 Financials

For January there were 36 events on a budget of 29 for the month. Total Event Gross profit was unfavorable to budget by (\$33,753) Contracted Revenue gross profit was \$135,129 of a \$70,537 budget with a variance of \$64,592. Other revenue was \$90,978 for the month on a budget of \$83,241 leaving us favorable to budget by \$7,736 which left an overall total gross profit with a favorable variance of \$38,575. Snow removal and curtailment resulted in expenses being higher than previously budgeted at an unfavorable (\$26,827). Net income for the month was (\$95,338) on a budget of (\$106,974) resulting in a favorable variance of \$11,636. Anna noted that we have been in curtailment more recently than in the past and they have gathered some data and presented it to Greg Rixen and Todd Feland but will happily share with others if asked. Numbers for the year to date are the same as month to date at this time. AR shows 85% current and the 15% over sixty days is stemming from partnerships and sales but still within our target. AP continues to show we pay our bills on time with some adjustments and refunds but all within that 30-60 day. The balance sheet shows assets and liabilities in line at \$4,319,966. There is no rolling forecast at this time, the first should appear after Q1 in April.

A motion was made by Jarrod Spoor to approve the January Financials; seconded by Russell Kraft Motion passed unanimously.

Scoreboard Project Review

AIA agreement is fully executed with Alternate 2 being approved. This will be increasing the center scoreboard to 100ft wide, removing the two secondary boards. The subcommittee will be meeting to discuss the other alternates 7-20 to fine tune the needs of UND on and off the field as well as being able to accommodate four basketball courts and the potential to bring other sports and revenue potential to the building. Matt Warnke spoke to their team working on the design phase and submittals process for the next phase. Chris Tieszen mentioned having preliminary detailed designs in the next couple of weeks to the committee to review and get ready for the manufacturing phase. There was a brief discussion on the current in-house cameras that are older 720p using triax cabling, while the new scoreboard is capable of displaying 4K content. As a result, 4K cameras are included in the base bid as they must still be replaced and upgraded to a fiber-based system to ensure compatibility, improve flexibility, and meet modern “plug-and-play” expectations for events and touring productions. It was also noted that while these cameras are used infrequently and most broadcast needs are handled by external providers like Midco, upgrading them is necessary to avoid poor on-screen quality and awkward workarounds, making it a required investment as part of the broader production room and integration improvements.

2025 Annual Report Presentation

Anna referred to the handout of the annual report and stated that she was not going through it due to time constraints. This is the draft of the report and if anyone would like to add any highlights of 2025 that might have been missed, please do so. The final version will be complete the audit is completed and the last page updated. Normal protocols for providing the completed version to the public will be followed. In short, the economic impact was over \$18 million, so even though it was a down year for touring the impact on the community was huge.

2025 Qualitative Presentation

Anna began with the review of both qualitative and quantitative fees that impact the building, focusing on the qualitative which covers the six criteria of Customer Satisfaction, Maintenance and upkeep, Community involvement, User satisfaction, Marketing, and Food Quality. The qualitative incentive fee is an award of no less than \$0 and no more than \$25,000 and is only awarded when the operating year is in the black. The scale is 1-5 and divided by 30 to determine the percentage of the Qualitative Incentive Potential earned. Anna went over the Star system and how things come together to get evaluated for the individual criteria. She then proceeded to cover the individual criteria from the past year. Results will be presented at a later meeting once the scores from all commission (voting and ex-officio) members have been received and tabulated.

Management Reports

- a. Executive – OVG GM conference in CA. This brought GM’s from venues and hospitality together for the first time. Everyone is down for the 2026 touring year – 2027 is supposed to be better. Sustainability was a huge discussion at the conference and per caps went up with going cashless this year. Bismarck-OVG management start date will be June 1 now.
- b. Finance – Andrea was out.
- c. Operations – Operations and Housekeeping are increasing staff to get away from temp services. New HVAC system in April, Chase will attend the class and new system will be web based instead of app based
- d. Food & Beverage – Pork & Brew and PBR per caps were up 11% even with ticket sales being down, looking towards a busy March.

- e. Partnerships – Pork & Brew was successful and had 12 restaurants this year, with 2 additional vendors, CashWa and North Dakota Pork Council participating. Crop Expo was also an increase this year for sponsorship, lots of renewals coming in Q2 & Q3 plus pouring rights.
- f. Marketing – Busy last month, great work with Pork & Brew and Crop Expo. Shout out to Carli Jordan for Pork & Brew and Erin Sorvig for Crop Expo. PBR was down a bit but still a good time. Talks continue with Harlem Globetrotters and Monster Trucks for fun advertising ideas. Stats on socials are up across the board and total entries for the 25th Anniversary giveaway exceeded the Big-Ticket giveaway. Anna also mentioned the Herald did a good article on the history of the venue and a reminder that ticket sales are down all across the country.
- g. Conference Sales – 36 events, 50 event days for the month. Year to date we are at 222 events on a budget of 335, 65% booked for the year. Crop Expo was big and flipped for a funeral right after and had all hands-on deck for that flip. Feast of Nations, First Robotics, Champions Ball all coming up.
- h. Events – Events have been taking on a lot of new events and doing great. Grand Outdoors show was a big success again. First Robotics coming in 2 weeks, always a huge economic impact for the community. CPR training is coming up for the staff at the end of the month.

Committee Reports

- a. Finance & Renovation – 2026 Capital review – chiller plant wasn't finished due to crop expo load in and the Fire Marshall needed to pull alarms so that has to be rescheduled. Lunseth is finished installing the piping. Projectors due to be installed March 9-12, Marco will be programming these and hook up the hearing loop at the same time. New washer is arriving soon, and a drain trough is going in today.
- b. Visit Greater Grand Forks – Meeting held last month, new board member was selected, and they talked about tournaments coming into the area.
- c. UND – Made changes to the upcoming football schedule with a team leaving the conference, lost NDSU game but have SDSU back on the schedule this year. Sending out a football survey to season ticket holders.

Other

New GM for the Canad Inn is coming on board. She previously worked for Altru and is looking forward to a continued positive relationship between Alerus Center and Canad Inn.

Adjournment

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

Meeting adjourned at 1:06pm

Respectfully submitted,
AJ Heath, Office Manager

Greg Rixen,
GFECC Chair