

## AGENDA

Grand Forks Events Center Commission

**Wednesday March 25, 2026 | 12:00 PM**  
**Meeting Room 12**

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\_\_\_ Greg Rixen            \_\_\_ Irene Halbritter    \_\_\_ Jarrod Spoor        \_\_\_ Scott Foyt  
\_\_\_ Matt Fischer        \_\_\_ Russell Kraft        \_\_\_ Ken Vein            \_\_\_ Julie Rygg  
\_\_\_ Chad Karthaus

### **1) Call to Order**

### **2) Roll Call**

### **3) Consent Agenda**

- a. Approval of February 25, 2026, meeting minutes

### **4) Approval of February 2026 Financials**

### **5) Scoreboard Project Discussion**

### **6) 2025 Qualitative Presentation**

### **7) Management Reports**

- a. Executive Report
- b. Finance
- c. Operations
- d. Food and Beverage
- e. Partnerships
- f. Marketing
- g. Conference Sales
- h. Event Management

### **8) Committee Reports**

- a. Finance & Renovation –2026 Capital Review
- b. Visit Greater Grand Forks
- c. UND

### **9) Other**

### **10) Adjournment**

NOTE: Members of the Alerus Center Commission may participate in the Committee meeting and any possible executive session which may constitute a quorum of the Commission as well as the Committee.

***Alerus Center Mission  
Statement***

The mission of the Alerus Center is to provide premier entertainment and events that stimulate economic impact and improve the quality of life for Grand Forks area citizens.

**Upcoming Meeting Dates**

***Commission***

April 22, 2026; May 27, 2026; June 24, 2026

***Finance & Renovation***

April 8, 2026; May 13, 2026; June 10, 2026

**Alerus Center Commission**

**Events Center Commission** (3 year terms)

- **Greg Rixen** –*Chair*, Public at Large Representative  
Expiration – July 31, 2028
- **Irene Halbritter** – *Vice-Chair*, Public at Large Representative  
Expiration – March 31, 2027
- **Jarrod Spoor** – *Former Chair*, Public at Large Representative  
Expiration - December 30, 2027
- **Scott Foyt** – Public at Large Representative  
Expiration – December 31, 2026
- **Russell Kraft** –Public at Large Representative  
Expiration – June 30, 2027
- **Matt Fischer** - Public at Large Representative  
Expiration – December 31, 2026
- **Ken Vein** - City Council Representative  
Expiration - August 1, 2025
- **Bill Chaves** (non-voting) - UND Representative
- **Julie Rygg** (non-voting) - VGGF Representative

***Alerus Center Management***  
*(701) 792-1200*

<b>Anna Rosburg</b>	General Manager
<b>Derek Hoffert</b>	Asst. General Manager & Director of Partnerships
<b>Shelby Looker</b>	Director of Conference Sales & Marketing
<b>Allen Hess</b>	Director of Food & Beverage
<b>Breanne Sypherd</b>	Director of Events
<b>Dominick Washington</b>	Director of Operations
<b>Andrea Wegener</b>	Director of Finance
<b>Matthew Ternus</b>	Director of Marketing

## MINUTES

Grand Forks Events Center Commission



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

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**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 25<sup>th</sup> 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

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Respectfully submitted,  
AJ Heath, Office Manager

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Greg Rixen,  
GFECC Chair

# ALERUS CENTER

## 2026 Conference Center Event Breakdown (Nature of Event)

### Meetings

- Large : 100+ attendees
- Small: 99 and fewer attendees
- Content Focused • Can be multi-day

### Banquets

- Large: 320+ attendees
- Small: 319 and fewer attendees
- Food/celebration focused • Single day event

### Weddings

- A reception/ceremony for two people celebrating a wedding

### Conventions

- Multi-day event that is content focused
- Typically has advanced registrations
- Is private
- Typically involves hotel stays
- May or may not have tradeshow booths

### Tradeshows

- Vendor Booths
- Private
- No content or meetings

### Consumer Shows

- Large: takes place in the arena or in the parking Lot
- Small: takes place in the meeting rooms and/or ballrooms
- Open to the public
- Tickets may or may not have a price point
- Vendors booth selling or marketing



ALERUS CENTER  
FISCAL YEAR 2026  
EVENTS SPREAD

<u>EVENTS</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTALS</u>
Football Regular Season									1	2	2		5
Other College Sports													0
Other Sports (College, HS)	2			1		1				1	2		7
High School Sports													0
Robotics			1										1
Performing Arts				1								1	2
Minor Concerts									1			1	2
Major Concerts			1						1	1			3
Globetrotters			1										1
Motor Sports				2									2
Family Shows				1	1								2
Comedians													0
Graduations					1								1
Happy Harry's Pork & Brew Festival	1												1
Other													0
Banquets - Large	2	2	2	5	3		1	1	2	4	4	4	30
Banquets - Small	3	3	4	5	3		2	2	3	4	4	4	37
Weddings	1		1	2	3	6		4	4	2	1	2	26
Special Events			1	1					1	1			4
Meetings - Large	2	4	4	4	2	2	1	4	3	4	4	1	35
Meetings - Small	10	10	12	12	10	8	5	10	12	10	10	8	117
Consumer shows - arena	1	1	1		1						1		5
Consumer shows - small		2	1	2			1	1		1	2		10
Crop Expo		1											1
Trade shows				1					1				2
Conventions	1	2	2	1	1	2		1	3	3		2	18
Facility Use								1					1
Community Events	4	4	2	1	2	1			2	2	2	2	22
City Use	2	2	2	2	3	2	2	2	2	2	2	2	25
Equipment Rental			1	1	1					1			4
<b>TOTALS</b>	<b>29</b>	<b>31</b>	<b>35</b>	<b>41</b>	<b>30</b>	<b>22</b>	<b>12</b>	<b>26</b>	<b>36</b>	<b>37</b>	<b>34</b>	<b>27</b>	<b>360</b>

Less City Use: 335

## February 2026 Total Number of Events Comparison

Event Type	2023	2024	2025	2026
Large/Small Banquets	5	5	9	4
Major/Minor Concerts	1	0	1	0
Family Shows	0	0	1	0
Conventions	0	0	1	3
Large/Small Meetings	19	12	14	13
Consumer Shows	0	0	3	2
Trade Shows	0	0	0	0
Wedding Receptions	0	1	1	0
Community/Civic	5	6	3	3
Sporting	1	1	1	0
Comedian	0	0	0	0
City Use	3	1	4	2
Happy Harry's Pork and Brew	1	1	0	0
Dance	1	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Rodeo	0	0	0	1
Other	1	0	0	0
<b>Monthly Total</b>	<b>37</b>	<b>27</b>	<b>38</b>	<b>28</b>
<b>Year-to-Date Total</b>	<b>37</b>	<b>27</b>	<b>65</b>	<b>64</b>

## February 2026 Total Number of Event Days Comparison

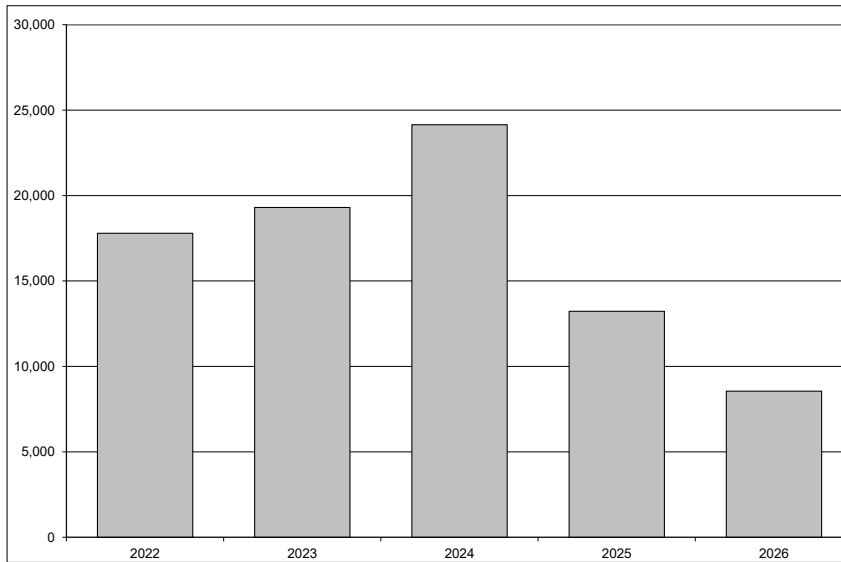
Event Type/Days	2023	2024	2025	2026
Large/Small Banquets	5	10	10	5
Major/Minor Concerts	1	0	1	0
Family Shows	0	0	3	0
Conventions	0	0	4	10
Large/Small Meetings	24	23	18	18
Consumer Shows	0	0	7	4
Trade Shows	0	0	0	0
Wedding Receptions	0	1	1	0
Community/Civic	5	6	3	3
Sporting	1	1	1	0
Comedian	0	0	0	0
City Use	3	1	11	2
Happy Harry's Pork and Brew	1	1	0	0
Dance	2	0	0	0
Harlem Globetrotters	0	0	0	0
Monster Trucks	0	0	0	0
Rodeo	0	0	0	2
Other	1	0	0	0
<b>Monthly Total</b>	<b>43</b>	<b>43</b>	<b>59</b>	<b>44</b>
<b>Year-to-Date Total</b>	<b>43</b>	<b>43</b>	<b>102</b>	<b>94</b>

# ALERUS CENTER

## 2026 Attendance Comparison

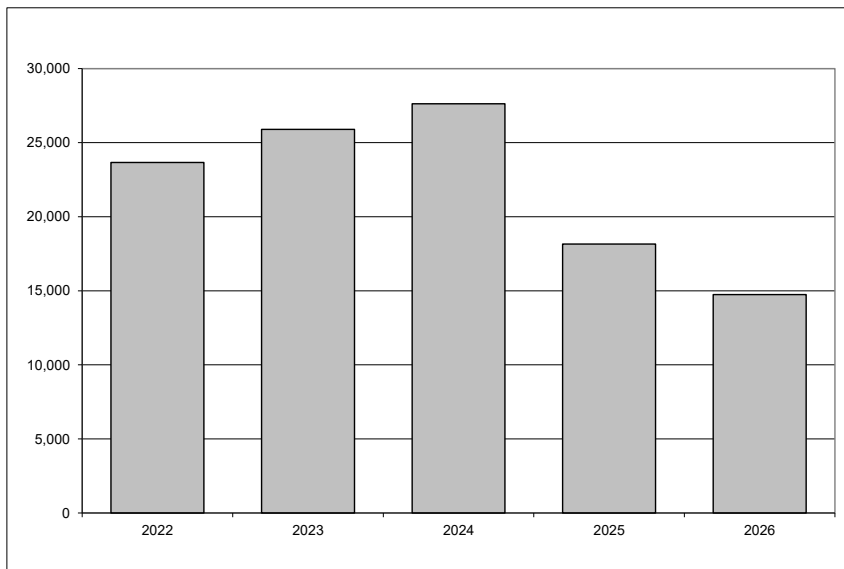
### FEBRUARY

2022	2023	2024	2025	2026
17,789	19,300	24,146	13,227	8,553



### YEAR-TO-DATE COMPARISON

2022	2023	2024	2025	2026
23,661	25,895	27,622	18,155	14,738



## Commission Packet Upcoming Events

Description	Start Date	End Date	Type
2026 ND HOSA State Leadership Conference	03/22/26	03/24/26	Convention (CONVE)
Dirt Load In	03/24/26	03/27/26	Facility Use (FAC)
Commission Meeting	03/25/26	03/25/26	City Usage (CITY)
Mobile Pro Load In Day- EDC	03/25/26	03/25/26	Facility Use (FAC)
Jaylynn's XV tasting	03/25/26	03/25/26	Facility Use (FAC)
EDC Annual Meeting 2026	03/26/26	03/26/26	Large Meeting (MEETL)
American Federal Customer Appreciation 2026	03/26/26	03/26/26	Small Banquet (BANQ)
Knife River Spring Kick Off	03/26/26	03/27/26	Large Meeting (MEETL)
Hugos Party	03/27/26	03/27/26	Large Banquet (BANQL)
Monster Trucks Party 2026	03/27/26	03/27/26	Small Banquet (BANQ)
Monster Trucks CONFIRMED	03/28/26	03/28/26	Family Show (OFSHO)
Sigma Nu Parents Formal	03/28/26	03/28/26	Small Banquet (BANQ)
Dirt Load In	03/29/26	03/31/26	Facility Use (FAC)
Resource Auction	03/30/26	04/17/26	Small Consumer Show (CONSS)
Alerus Center CPR Training	03/30/26	03/30/26	Facility Use (FAC)
ALL STAFF Safety Drill	03/30/26	03/30/26	Facility Use (FAC)
Grand Forks Red Cross Training	03/30/26	03/30/26	City Usage (CITY)
State of the Base Breakfast	03/31/26	03/31/26	Small Banquet (BANQ)
MSHA Training 2026	03/31/26	03/31/26	Large Meeting (MEETL)
EVOC PD Parking Lot Training	04/01/26	04/02/26	City Usage (CITY)
Forks Friends of NRA Banquet	04/04/26	04/04/26	Large Banquet (BANQL)
ACS-Advanced Carbonation training	04/07/26	04/09/26	Small Meeting (MEETI)
Nodak Electric Cooperative Annual Meeting 2026	04/08/26	04/08/26	Large Banquet (BANQL)
Spring Job Fair	04/09/26	04/09/26	Trade show (TRADE)
Leighton Media Comedy Show	04/09/26	04/09/26	Other (OTHER)
Junior Grand Am ( Confirmed)	04/10/26	04/12/26	High School Sport (HSS)
ACS Leadership (Spring 1)	04/10/26	04/10/26	Small Meeting (MEETI)
ACS Electrical Continuing Ed	04/10/26	04/10/26	Small Meeting (MEETI)
Gardening Saturday	04/11/26	04/11/26	Large Meeting (MEETL)
Brundin/Nordstrom Wedding Reception	04/11/26	04/11/26	Wedding Reception (WEDD)
UND Recruit Tour	04/11/26	04/11/26	Facility Use (FAC)
ND Tourism Industry Conference (NDTIC)	04/13/26	04/15/26	Convention (CONVE)
ACS- Jamesbury Valves Intermediate-(Grace Ward)	04/14/26	04/14/26	Small Meeting (MEETI)
ACS Training #2: Valve Sizing & Maintenance (Contact-Grace Ward)	04/15/26	04/15/26	Small Meeting (MEETI)
ACS- LIMS Intermediate training	04/15/26	04/15/26	Small Meeting (MEETI)

Flaten/Norman Wedding Reception Tasting	04/16/26	04/16/26	Facility Use (FAC)
ACS- Juice Softening training	04/16/26	04/16/26	Small Meeting (MEETI)
ACS Leadership (Spring 2)	04/17/26	04/17/26	Small Meeting (MEETI)
Lindsay/Ulness Wedding Reception	04/18/26	04/18/26	Wedding Reception (WEDD)
UND Wacipi Powwow	04/18/26	04/18/26	Charity / Community (CHARI)
Gamma Phi Beta Formal 2026	04/18/26	04/18/26	Large Banquet (BANQL)
Baby/Grad	04/21/26	04/21/26	Facility Use (FAC)
North Dakota Dept. of Transportation Public Meeting #2	04/21/26	04/21/26	Small Meeting (MEETI)
Goldmark & Sterling Spring Roadshow 2026	04/21/26	04/21/26	Small Meeting (MEETI)
Commission Meeting	04/22/26	04/22/26	City Usage (CITY)
Cognia Training	04/22/26	04/22/26	Small Meeting (MEETI)
Night of Champions: UND Athletics Auction 2026	04/25/26	04/25/26	Special Event (SPEC)