

MINUTES

Grand Forks Events Center Commission

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



Call to Order: Irene Halbritter called the meeting to order at 12:01pm

Roll Call

Present: Irene Halbritter, Jarrod Spoor, Russell Kraft, Ken Vein, Matt Fischer, and Chad Kurthauser

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

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

We have a quorum.

Consent Agenda

The minutes from the last Commission Meeting on February 25, 2026, were reviewed and approved.

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

February 2026 Financials

For February there were 28 events on a budget of 31 for the month. Total Event Revenue was \$856,427 on a budget of \$430,829 which was favorable to budget by \$425,598. Total Event Gross profit was favorable to budget by \$265,403. Contracted Revenue gross profit was \$83,362 of a \$70,537 budget with a variance of \$12,825. Other revenue was \$66,481 for the month on a budget of \$83,241 leaving us unfavorable to budget by (\$16,761) which left an overall total gross profit with a favorable variance of \$261,468. Snow removal and curtailment resulted in indirect expenses being higher than previously budgeted at an unfavorable (\$39,266). Net income for the month was \$209,507 on a budget of (\$12,694) resulting in a favorable variance of \$222,201. Year to date we are sitting at 64 events of a budget of 60 for the year. Event gross profit is favorable at \$231,650 for the year. Total gross profit is favorable at \$300,043 and indirect expenses are unfavorable to budget by (\$66,093). Total net income for the year is \$114,169 on a budget of (\$119,668) resulting in being \$233,837 favorable to budget. AR is current at 95% and in recent weeks with the negative amount shown being some refunds that were sent. AP shows \$919,719 but most of that were 2 very large invoices that have since been paid and are now sitting around \$193,000 and 95% current. The balance sheet shows assets are \$4,449,881 and liabilities in line at \$4,449,881.

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

Scoreboard Project Review

Todd Feland began with announcing that City Council decided not to move forward with the previous agreement, prompting a restart of the process. In the following weeks, City staff held productive discussions with representatives from the Event Center Commission, OVG, and City Council leadership. These conversations led to further review at a Committee of the Whole meeting, where a revised path forward was outlined.

The City will proceed with a formal, transparent procurement process, beginning with a Request for Qualifications (RFQ) to select an audio-visual design firm. The Event Center Commission will serve as the recommending body, with final approvals made by the City Council. The initial focus will be on approving the project design, followed by a separate bidding process for equipment and installation. This process is expected to take approximately six to seven months, with a goal of selecting a vendor and encumbering funds within the year and completing installation in 2026. The project will maintain the current scoreboard system through existing events, including UND commencement and the football season, before installation occurs between May and August. Assistant City Engineer Christian Danielson will lead the process on behalf of the city.

2025 Qualitative Presentation

Results were not ready at this time. Move to April meeting.

Management Reports

- a. Executive – Good traction for fall, announcement end of April, working on a couple of deals from corporate OVG that have good deal points and going to follow up on. Touring is still down for 2026, 2027 should be better in the industry. Pollstar convention in LA for booking. OVG side meetings – Derek will attend. Trucks this weekend.
- b. Finance – Working to finalize the 2025 audit, OVG Corporate is working with finance staff to learn new programs – FloQast and Box. EPM is new forecasting software. New part-time finance person is doing great with accounts payable. Once the audit is done the Annual Report will be published.
- c. Operations – Kole Ford received a scholarship to VMS and oversees the sustainability of the building for OVG. For the department, they are prepping for Trucks then Junior Grand Am having 4 courts this year.
- d. Food & Beverage – Working with regional F&B managers to discuss how things are going and lending support where needed. Feast of Nations was flawless this year. We were up 19% per-cap for Globetrotters, thanks to cashless. Trucks are coming this weekend with fun concession ideas. Robotics was great and working to use less outside help and boost hiring.
- e. Partnerships – YTD 78% to goal for renewals. Work thru the summer to get those wrapped up by end of Q2. Fall show discussion and football are gaining interest in suite rentals. Field suites are hugely popular for football with 2 annual contracts confirmed, 3 interested and one per game rental. Carli Jordan, Partnerships Manager, created the idea for ADA areas not in use for shows to be rented as additional suites during East facing shows. National partners Lyft, Casa Amigos and Sun Cruiser want to be part of our market.
- f. Marketing – OVG has Matt speaking on their PR Playbook call regarding the 25th Anniversary giveaway. Over 344,000 total views, over 4,000 entries – very strong campaign for Alerus and able to turn the email entries into targets for future shows. 330,000 views across the platforms, lots of videos that engage partners and the campus. Comedy show, Goo Goo Dolls and Weird Al coming up.
- g. Conference Sales – 28 events and 44 event days for February, 64 events, 94 event days for the year, being the 84th day of the year. Year to date we are at 127 events confirmed and 67 on hold. Uptick in inquires for 2027-2029 events that have not been in the Midwest market before now. Working on new campaigns coming up along with new F&B guides coming.
- h. Events – Chase attended and graduated from the Academy of Venue Safety and Security where we got shout out for incident command center. Working with Kris Brown and GFPD regarding security issues for the upcoming events and having his input. Bre was asked to speak at Secure Venue Summit in WA state. CPR training Monday for staff.

Committee Reports

- a. Finance & Renovation – 2026 Capital review – Lunseth, Bergstrom and Gast finished punch lists on the chiller plant. EAPC is coming to do the final walk through for chiller plant. Projectors are hung but not programed, a new network switch will need to be added before that can be done. Northern Valley still needs to finish some lighting and chiller plant is done and looking to wrap next week. RFP's for the elevator project to be ready for F& R. Quotes coming for the 50 yard - doors into pre-function. These are very specific doors that are hard to replace and can't replace one, so it must be both. New washer is on site & workable up but needs chemicals hooked up.
- b. Visit Greater Grand Forks – Hosting the tourism conference here in April.
- c. UND – spring football just started, some portal guys able to practice. Track & field – won by UND student but she lost at nationals. Lots of travel delays over spring break. Softball having first home game today. Men's basketball went well but lost to NDSU in Sioux Falls. Hockey tomorrow from Sioux falls top ranked team and finals in LV in 2 weeks – UND hosting.

Adjournment

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

Meeting adjourned at 1:10pm

Respectfully submitted,
AJ Heath, Office Manager

Irene Halbritter,
GFECC Vice-Chair