

ENTERTAINMENT AND CONVENTION CENTER AUTHORITY
REGULAR BOARD MEETING
August 28, 2019

A Regular Board Meeting was held Wednesday, August 28, 2019 at 11:30 AM in the Senator Sam Solon Board Room.

Board Members Present: Chair Karen Pionk, Vice Chair Don Ness, Secretary Crystal Pelkey, Roz Randorf, Bill Nelson, Mary Finnegan-Ongaro, Roger Reinert, Lynne Williams

Board Members Absent: Pat Mullen, Carrie Heffernan

DECC Staff Members Present: Chelly Townsend, Caty Kaups, Sue Ellen Moore, Renae Matt

Others Present: Josh Berlo, UMD Athletic Director

CALL TO ORDER and QUORUM: In the absence of the Chair, Vice Chair Ness called the meeting to order at 11:33 AM. A quorum of directors was present. Ness announced that Berlo would be presenting an annual UMD update so an adjustment would be made to the order of business.

MOTION: Ness requested a motion to approve the changes to the agenda. Nelson made a motion to approve and Pelkey seconded the motion.

MOTION: Ness requested a motion to approve the Regular Business Meeting Minutes from July 31, 2019. Nelson made a motion to approve the minutes as written and the motion was seconded by Pelkey.

New Business

Annual Presentation and UMD Updates: Berlo addressed the Board and presented an annual report which included an overview of student scholarships and a video presentation of UMD's year in review.

Pionk arrived at 11:44 AM.

Berlo reviewed current issues, national trends, and attendance stats. Reinert inquired what Berlo would like to see from the partnership with the DECC. Berlo said the priority at this point is to continue improving the team space, fan experience, and offering great options at the concession stands. Berlo commented on the importance of maintaining an updated facility to remain competitive against other schools.

Townsend mentioned that the DECC held a Suite Owner Appreciation Event the night prior and Townsend and Berlo agreed that the event was successful. The Board thanked Berlo for his time.

Berlo departed at 11:56 PM.

Pionk requested the Board take some time to welcome Williams and introduce all in attendance.

Finance Report

Finance Report: Kaups reviewed the financial report for July. Kaups reported that Building Services, Catering [Liquor], Concessions, Ticket Office, Parking [Main] and Bayfront were over budget on revenues, primarily due to additional events being added to the event calendar. Expenses for Catering [Food], Irvin, Parking [Monthly] were under budget in revenues. She added that Building Services, Engineering [Plumbing/Heating], Catering [Liquor], Concessions [Food], Ticket Office, and Parking were over budget on expenses while Engineering [Heat, Electricity], Catering [Food], and Irvin expenses came in under budget. Kaups added that there was an

increase in labor, but additional staff had been working at Bayfront Festival Park this year. Kaups reviewed the balance sheet and highlighted that the reserve is back to the DECC's desired balance. She added that the William A. Irvin project is expected to remain on budget. The DECC should be receiving additional revenue from upcoming concerts that were not included in the original budget.

Randorf asked about the revenue posted for the Irvin and Kaups explained that those numbers were referencing Irvin merchandise sales from local events.

Pelkey inquired about the plan for Irvin grant funds if the project is completed under budget. Kaups and Pionk explained that there is a priority list of additional projects to complete if any excess funds are available.

MOTION: Ness made a motion to approve the Finance Report and the Operating Fund Check Registers for July and Reinert seconded the motion.

Old Business

MN Slip & William A. Irvin Update: Townsend gave an update on the Irvin project and stated that there is significant damage to the rivets and more rust than originally thought. The DECC's Irvin project consultant, Chase Dewhirst [AMI Engineering], will be completing a full analysis of the damage so the DECC and Board can review. Once reviewed, they can choose whether or not to make any changes to the scope of the project. Townsend stated there would be an update at the next meeting concerning the results of Dewhirst's assessment.

Townsend mentioned that several staff members of the Minnesota Historical Grant Society were able to do an on-site visit to the Irvin last week and Townsend has received positive feedback.

UMD Sponsorship Update: Townsend stated that a meeting had taken place between herself, Pionk, Ness, and several UMD staff members to discuss the possibility of a UMD sponsorship. The sponsorship is in regards to the sale of alcohol in the arena during hockey games and ways to fund the capital improvements of maintaining and updating the facility. The Board took some time to discuss. Pionk explained how this arrangement could positively impact the long-term partnership for the years ahead, benefiting both the DECC and UMD.

Reinert and Finnegan-Ongaro inquired if the Board could see a financial report before making any final decisions regarding the sponsorship plan. Pionk and Ness presented reasons that the sponsorship plan could be a positive step forward and understood that the Board should see more comprehensive numbers.

Williams explained UMD's position and why this sponsorship is important to them. She stated they appreciate being recognized as an important partner and added that if a deal is not made, UMD may pull alcohol sales at hockey games.

Townsend stated that the liability of holding the liquor license is the DECC's responsibility rather than UMD's. The Board continued to discuss the past procedures the DECC had with the Blue Line Lounge during hockey games, the current contract with UMD, and ways to continue improving guest experiences.

Pionk asked Kaups to compile an overview of the net profits for the last two years during hockey games for the Board to review prior to the next meeting.

Committee Reports

Finance: No reports.

Personnel: No reports.

Strategic Planning & Governance: Finnegan-Ongaro said that she will be contacting the committee members to address the ByLaws and the strategic plan before the end of 2019.

Ness reminded the Board of the new committee assignments mentioned in July's minutes.

Staff Reports

Event Recap & Feedback: Townsend reviewed feedback received from planners and guests from recent events, including the Age & Disabilities Odyssey, MNCap, MN CLE, and the East 99 Reunion.

Randorf stepped out of the room at 12:39 PM.

Media Mentions: Townsend stated that upcoming events have received great feedback on social media and the Five Finger Death Punch concert is almost sold out. She added that the Irvin has been mentioned several times in local media outlets.

Attractions: No report.

Randorf returned at 12:42 PM.

Nelson asked about the feedback received from the Festival of Sail. Townsend explained that it was not the DECC's event, but since it was on the property, the DECC has received some negative comments about the festival and guests' expectations not being met.

Sales & Marketing Report: Moore stated some new events have been confirmed, including MN Quilters which brings 9,000 people to the DECC. She added that the American Water Works Association confirmed they will be returning for their annual event.

Moore informed the Board she recently went to a trade show in Columbus, OH where she was able to develop some new leads and contacts and meet with existing national contacts. Moore explained that the DECC is always strategizing ways to improve concessions, customer service, planning events, guest experiences, etc. and this show was another way to inspire fresh ideas.

Operations & Upcoming Events: Moore reviewed upcoming September events including the set up starting for Bentleyville Tour of Lights in Bayfront Festival Park, as well as other events that will be inside the building.

Townsend explained to the Board that Chris Johnson [DECC Marketing Coordinator] was asked by AMSOIL, Inc. to compile a report of the marketing reach for the AMSOIL logo for the Arena. Each Board member received a copy of the report for their review.

MOTION: Pionk requested a motion to close the meeting for an executive session. Reinert made the motion and Ness seconded. The meeting closed for executive session at 12:48 PM.


Townsend, Kaups, Moore, and Matt departed.

Upcoming Meetings

The next regular meeting is scheduled for Wednesday, September 25, 2019 from 11:30 AM to 1:00 PM in the Symphony Hall Mezzanine.

Minutes reported by Renae Matt, Executive Assistant.

Submitted by:


Karen Pionk, Chair


Crystal Pelkey, Secretary