



City of Racine

Meeting Minutes

Civic Centre Commission

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Jeff Coe
Andrew Kindsvater
Alderman James T. Spangenberg
Ray Mathews
Esperanza Martinez
Lydia Vela
Nicholas Yackley
Kate Scheller

Wednesday, October 25, 2006

5:30 PM

Festival Hall-Green Room

Call To Order

PRESENT: 5 - Jeff Coe, Andrew Kindsvater, James T. Spangenberg, Nicholas Yackley and Kate Scheller

ABSENT: 1 - Ray Mathews

EXCUSED: 2 - Esperanza Martinez and Lydia Vela

Approval of Minutes for the September 13, 2006 Meeting.

A motion was made by Coe, seconded by Kindsvater, to approve the minutes as presented. .

New Business

06-2664

Subject: Communication from Stephen T. Nenonen, City Administrator and Scott Letteney, Assistant City Attorney, requesting the opportunity to present an amended contract for the operations of the Civic Centre and Memorial Hall.

Recommendation of the Finance and Personnel Committee

10/23/06: The item be deferred.

Recommendation of Civic Centre Commission 10/25/06: That the amended contract be approved and accepted.

Fiscal note: NA

Commission member Yackley summarized the three changes to the amended contract for the rest of the commission. There are three major changes to the contract:

- 1. The contract had been for five, one year agreements renewable annually, now the contract will be for five years starting January 1, 2007 and continue through December 31, 2011.*
- 2. The monthly management fee for 2007 and subsequent years will be based on the increase in the Annual Consumer Price Index - All Urban Consumers.*

3. Variable fees if applicable, will be paid to manager equal to fifty percent (50%) of the actual decrease in the City's audited annual subsidy of the Civic Centre. A three year rolling average will be used to determine net operating loss.

A motion was made by Andrew Kindsvater , seconded by Nicholas Yackley, that this be Recommended For Acceptance. The motion PASSED by a Voice Vote.

06-2723

Subject:(Direct Referral) The Director of the Civic Centre wishing to discuss the August 2006 Financial Report and the Previous Year Comparison.

Recommendation of the Civic Centre Commission 10/25/06: Item to be received and filed.

Fiscal Note: N/A

Jim Walczak, Executive Director, presented financials for the month of August 2006. Revenues compared to the same period in 2005 are up \$48,893 and expenses are down \$50,494. He also noted that Compass was given approximately \$88,000 less to operate the Civic Centre in 2006 when compared to 2005. We continue to look for new revenue streams and controlling expenses and believes the Civic Centre is on the right track in terms of revenues and controlling expenses.

A motion was made by Jeff Coe , seconded by Andrew Kindsvater, that this be Received and Filed. The motion PASSED by a Voice Vote.

06-2724

Subject: (Direct Referral) The Director of the Civic Centre wishing to discuss new advertisement revenue. Tim Drury and Scott Lemerond of PS Media Products-Whirleybird Aerial Advertising presentation.

Recommendation of the Civic Centre Commission 10/25/06: Item to be received and filed.

Fiscal Note: N/A

Tim Drury from PS Media Products presented the commission with an overview of a new product, Whirlybird advertising rotating panels for potential use at Festival Hall. It would be hung from the center of Festival Hall and could possibly generate up to an additional \$1000 / month in new revenue. No action was taken and the commission thanks Mr. Drury for making the presentation. Further research to determine actual revenue potential.

Received and Filed

06-2725

Subject: (Direct Referral) The Director of the Civic Centre wishing to discuss the Attendance Report for July, August and September 2006.

Recommendation of the Civic Centre Commission 10/25/06: Item to be received and filed.

Fiscal Note: N/A

Received and Filed

06-2726

Subject: (Direct Referral) Preview of Time Warner's Infomercial in relation to the Racine Civic Centre - Channel 1400 Video on Demand.

Recommendation of the Civic Centre Commission 10/25/06: Item to be received and filed.

Fiscal Note: N/A

That the advertising campaign continues in 2007.

Received and Filed

There being no further business to come before the Commission the meeting adjourned at 6:36 p.m. The next scheduled meeting of this Commission will be at 5:30 p.m. on Wednesday, December 13, 2006 at Festival Hall - Green Room.