



City of Racine

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

Meeting Minutes - Final Civic Centre Commission

Chairman Jim DeMatthew

Jeff Coe

Nicholas Yackley

John J. McAuliffe

Gary Anderson

Krystyna Sarrazin

Anna LeGath

Rebecca Strommen

Sara Nicholson

Dave Blank

Wednesday, October 23, 2013

6:00 PM

Festival Hall-Green Room

Call To Order

Dave Blank chaired the meeting until Chairman Jim DeMatthew arrived later in the evening.

PRESENT: 7 - Nicholas Yackley, Jim DeMatthew, Krystyna Sarrazin, Gary Anderson, Rebecca Strommen, Sara Nicholson and Dave Blank

ABSENT: 1 - John J. McAuliffe

EXCUSED: 2 - Jeff Coe and Anna LeGath

Approval of Minutes for the June 26, 2013 Meeting to Approve the Minutes

New Business

13-9475

Subject: Review of the August and September 2013 financial statements.

Rik Edgar presented year-to-date financial information stating the Civic Centre was ahead of budget for 2013 as of the end of September. Mr. Edgar expressed that the forecast is projecting the 5th consecutive year of making budget.

Received and Filed

13-9476

Subject: (Direct Referral) Attendance Report - As of September 2013.

Rik Edgar stated year-to-date attendance as of September 30, 2013 was 74,795. He also stated overall attendance is lower than 2012, which was an election year, but net revenue is up and the total number of events is on pace with 2012. Final attendance is expected to be between 85,000 and 90,000.

Received and Filed

13-9477

Subject: (Direct Referral) CIP Projects - Update on current projects.

Rik Edgar spoke to the Board regarding the interior improvements being made at Festival Hall. The first phase of the painting has been completed and the draperies

were set to be re-hung later in the week. The stadium theater-style chair risers will be used for upcoming family shows and will accommodate 208 guests with a total of 8 rows of seating. This will allow guests in the back of the room an unobstructed view of the stage. The window shade project at Memorial Hall was completed. The project corrected a safety concern with the shades. The stage at Memorial Hall was also refinished. The stage now meets the minimum requirements needed for touring shows to perform. The dance floor was replaced due to wear and tear. The current unit is less labor intensive and will reduce long-term labor costs.

For 2014, the Civic Centre will be adding some picnic/banquet tables to replace existing inventory that is obsolete and no longer serviceable. The interior updating of Festival Hall will also be an ongoing focus in 2014.

Received and Filed

13-9478

Subject: (Direct Referral) Event report for September and October 2013 as well as upcoming events.

Rik Edgar reported September and October consisted of many private events, as well as a cultural event sponsored by AT & T and several public events. The Taste of Racine moved to Festival Park and had their annual event on September 1st. The event was a success in raising funds for the Family Services organization. The Biggest Loser also returned and saw increased attendance from 2012; however ancillary revenues were down. The Creed Bratton concert did not do as well as expected, but the show was well received by those that attended. The 2013 Journal Times Ladies Night Out event included a lunch time event that brought over 160 people out for lunch and afternoon shopping. The evening event, once again sold out with almost 500 patrons.

In October, the Black Violin show was a huge success that brought over 1,500 people through the doors of Memorial Hall between the morning and night shows. The morning show consisted of close to 1,000 students and chaperones from the Racine Unified School District. Many returned with family and friends for the night show.

Future events discussed were the annual Dancing with Our Stars fundraiser for Margaretann's Place. Ben Rothwell's WI Xtreme Cage Fighting event in November and the return engagement Max & Ruby's Nutcracker Suite show in December.

Rik Edgar reported to the Board the traditional annual events in 2013 saw lower attendance this summer. Of greater concern was a double-digit decrease in ancillary revenues. The Civic Centre hosted 15 wedding receptions in 2013 and has already confirmed this many for 2014.

Received and Filed

13-9479

Subject: (Direct Referral) Event marketing fund.

VenuWorks of Racine, LLC Vice President John Siehl, presented to the Board the concept of the "Angel Fund". He briefly discussed how the industry works and what the mechanics of an Event Fund are. Mr. Siehl stated the industry has changed in the last 8-10 years and has really shifted gears. The industry is moving more towards self-promoted shows and less towards promoter-promoted and co-promoted events. He discussed the differences between them and explained how self promoted shows mean the venue receives all of the reward and is liable for all the risk. Many buildings have already created an event fund and each one is unique to the venue.

After the presentation the Board recommended a formalized set of procedures with

limits for purchasing shows. For shows less than \$7,500, the Racine Civic Centre is required to prepare the offer and submit to VenuWorks corporate for approval and keep the Board informed of the activities. For risk amounts greater than \$7,500, the offer is to be submitted to VenuWorks corporate for review and approval and must be submitted to the Racine Civic Centre's Advisory Board and designee (Mayor's Office) for review and approval.

The Board voted to establish a base amount of \$15,000 from the Civic Centre operating budget. The Event Fund will be re-visited by the Board on an annual basis and the terms are subject to change as needed.

Approved

12-7655

Subject: Civic Centre Commission requests that board members of the Hispanic Business Professional Association (HBPA) meet with the Civic Centre Commission regarding the outstanding debt related to the 2011 Fiesta Mexicana Event.

Recommendations of the Civic Centre Commission on 5-2-2012: To defer this item to a future meeting.

Recommendations of the Civic Centre Commission on 6-27-2012: To advise the HBPA in the spirit of cooperation, that interest would be suspended as long as a minimum payment of \$500 per month was received as payment on the existing balance each month. If 30 days passed without the minimum payment interest would then be reinstated until the balance is paid off in full.

Recommendation of the Civic Centre Commission on August 22, 2012: That the Board be kept apprised of the ongoing progress of the repayment plan.

Recommendation of the Civic Centre Commission on November 7, 2012: That the Board be kept apprised of the ongoing progress of the repayment plan.

Recommendation of the Civic Centre Commission on December 27, 2012: That the Board be kept apprised of the ongoing progress of the repayment plan.

Recommendation of the Civic Centre Commission on February 27, 2013: That the Board be kept apprised of the ongoing progress of the repayment plan.

Recommendation of the Civic Centre Commission on April 24, 2013: That the Board be kept apprised of the ongoing progress of the repayment plan.

Recommendation of the Civic Centre Commission on June 26, 2013: That the Board be kept apprised of the ongoing progress of the repayment plan.

Fiscal Note: The Civic Centre Commission is currently working with HBPA for collection of outstanding funds due.

The Civic Centre commission was updated as to the payments made on the account and as of October 22, 2013, the balance owed by the Hispanic Business Professional Associate for the 2011 Racine Fiesta has been paid in full.

Received and Filed

Next Meeting Date

The next meeting date was scheduled for December 18, 2013 at 6pm in the Festival Hall Green Room.

Adjournment

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