



PEORIA CIVIC CENTER®

PEORIA CIVIC CENTER AUTHORITY
Minutes of October 25, 2018
Meeting FY19 No. 2

Chairman DiGiallonardo called the regular meeting of the Peoria Civic Center Authority to order at 4:02 p.m., Thursday, October 25, 2018 at the Peoria Civic Center in the arena Brew Haus.

VOTING AUTHORITY MEMBERS PRESENT:

Commissioner Matthew Bartolo
Commissioner Robert Manning
Commissioner Joseph Dalfonso
Chairman Paul DiGiallonardo

VOTING AUTHORITY MEMBERS ABSENT

Commissioner Greer-Batton
Commissioner Pratima Gandhi

NON-VOTING AUTHORITY MEMBERS PRESENT:

Commissioner Laith AlKhafaji
Commissioner Sid Ruckriegel
Commissioner Don Welch
Commissioner Sylvia Hasinger
Commissioner Michael Eddlemon

NON-VOTING AUTHORITY MEMBERS ABSENT:

SMG/PCC STAFF PRESENT:

Rik Edgar, General Manager
Danette Snopek, Director of Finance
Will Kenney, Director of Operations
Sarah Luthy, Director of Food & Beverage
Jess McMullin, Director of Sales & Marketing
Adam Smith, Director of Booking
Clare Zell, Senior Marketing Manager

OTHERS IN ATTENDANCE:

Dave Stuckel, PCCA Legal Counsel

Chairman DiGiallonardo called the meeting to order at 4:02 pm. He requested that a roll call be taken. Quorum present.

Chairman DiGiallonardo welcomed Michael Eddlemon and Sylvia Hasinger to the PCCA board.

Chairman DiGiallonardo requested a motion to approve the minutes of the August 23, 2018 PCCA meeting minutes.

Motion to Approve Meeting Minutes of August 23, 2018 Meeting:

Moved: Commissioner Bartolo. Seconded: Commissioner Manning. Passed unanimously by voice vote.

General Manager Report:

General Manager Rik Edgar reported that in business development the sale of sponsorships are very strong and the New Year's Eve Ball Drop especially. A new box office was created across from the theater to alleviate the bottleneck to enter the theater. Highlights for ticketed events included the Godsmack and Shinedown concert that was extremely successful on both food and beverage and merchandise sales. Dinosaur Jurassic Quest had over 10,000 attend the two day exhibit. October events included Lion King, Keith Urban concert; Disney Jr., Elevation Worship and Monster Jam and all did very well. John Mellencamp, Bob Seger and Sebastian Maniscalco were announced and have already sold out. Our new box office manager is Amanda Schlehuber and accounting manager CJ Goddard resigned his position as of October 13th.

Food & Beverage Report:

Director of Food and Beverage Sarah Luthy introduced Industry Brewing, another locally owned business to the PCCA. This local brewery will be featured in the Brew Haus, located on the upper concourse of the arena. The PCC is dedicated to helping showcase locally owned businesses. Several new items will be added to give patrons a variety to choose from.

Facility and Operations Report:

Director of Operations Will Kenney reported the annual fire drill was held in September with the Peoria Fire department in attendance. A few suggestions were made but all went well. Annual inspections for the retractable seats and overhead doors have been completed and work orders have been issued for any problems that were found. Energy use was up for the month, due to an early ice in and we hosted an arena concert and several more events than in previous years.

Marketing Report:

Senior Marketing Manager Clare Zell reported that we are making great headway in educating patrons that when purchasing tickets, to make sure that they are reputable. Our social media accounts, including SnapChat are booming. Patrons are relying on our digital marketing for various reasons. Security procedures, directions to the facility and maps of the facility to help navigate the building. A part time graphic artist will be hired in the month of November.

Convention Center Sales Report:

Director of Sales and Marketing Jess McMullin reported that the sales team for the month of September acquired twenty-six leads, wrote twenty-five proposals, and executed eighteen signed contracts. Erin Schaefer attended the TEAMS Sports conference where she attended meetings with over twenty event planners for sporting events. Jess McMullin attended the Event Booking conference in Nashville. For the month of September, we hosted four conventions including first time client, Illinois Optometric Association. The PACVB's campaign on Bring Your Meeting Home was the catalyst for the association to consider Peoria for their event.

Convention Center Sales Report cont.:

Two new sporting tournaments have been contracted for 2019-2020, along with the 2019 Illinois Math and Science Teachers Conference. A new sales manager Josey Lauritzen will be starting in October.

Booking Report:

Director of Booking, Adam Smith reported that for the month of September we had two theater concerts Jason Isbell and Danny Gokey. In the arena we had Godsmack and Shinedown, this was an almost sold out concert. Recently announced for the theater are DeRay Davis, Sebastian Maniscalco, Kansas, Lewis Black and Steve Martin and Martin Short. Ticket sales have been strong for all. In the arena we announced Disturbed, Mercy Me and Bob Seger. We have three arena and two theater shows to be announced. Pollstar ranked the PCC Theater 143rd in the world for sales.

Sales and Marketing Committee:

Commissioner Dalfonso presented the Strategic Plan for FY19 to the PCCA. It outlines how the Sales and Marketing Committee will utilize their expertise to assist PCC staff in generating economic impact to the Peoria area.

Chairman DiGiallonardo requested a motion to approve the Strategic Plan for FY19.

Motion to Approve the Strategic Plan for FY19:

Moved: Commissioner Manning: Seconded: Commissioner Bartolo. Passed unanimously by voice vote.

Capital Committee:

Commissioner Bartolo reported that the committee had met. Emergency funds were allocated to replace faulty electrical wiring found in the theater during Lion King. No other action items to put before the board.

Finance Committee:

Commissioner Gandhi was absent and Chairman DiGiallonardo turned the floor over to Commissioner Manning who reported that the committee had met and turned the floor over to Director of Finance Danette Snopek reported the following: August financials consisted of, Convention Center hosted two conventions, Township Highway Commissioners and Diocesan Summer Institute, with a total of 1200 attendees. The St. Jude Telethon welcomed over 8,500 attendees. The PCC hosted seventeen events with over 14,000 patrons in attendance. August 2018 posted a \$64,000 operating income improvement over August 2017 and monthly expenses were reduced by \$84,000 compared to August 2017.

Chairman DiGiallonardo requested a motion to approve the August FY18 financials.

Motion to Approve the August FY18 financials:

Moved: Commissioner Manning. Seconded: Commissioner Dalfonso. Passed unanimously by voice vote.

September financials posted a \$325,785 for event income verses \$137,859 for September 2017 which is 235% improvement. The Convention Center drove the increase in sales for the month as we hosted 29 events with over 18,477 patrons in the facility for the month of September. In the arena we had Godsmack/Shinedown concert and it exceeded budget. The 54th Annual Cattle Auction was a drop-in event held in the exhibit hall and was attended by over 650 patrons. Adjusted gross income was increased by \$160,000 compared to September 2017. Confirmed activity and anticipated ancillary revenues, we are currently projecting to come in under budget by an estimated \$100,000.

Chairman DiGiallonardo requested a motion to approve the September FY19 financials.

Motion to Approve the September FY19 financials:

Moved: Commissioner Manning. Seconded: Commissioner Bartolo. Passed unanimously by voice vote.

Finance Committee Recommendation for new POS system:

Commissioner Manning turned the floor over to General Manager Rik Edgar who made a recommendation to the PCCA board to approve the \$65,000 purchase of a new Point of Sale system to replace our antiquated system. The old system keeps failing and that means loss of revenue and poor customer service. The new system "The Square" will give us eighty-eight points of sale and is much more economical. The Finance Committee made a recommendation to the board to move forward with this project.

Chairman DiGiallonardo requested a motion to approve the recommendation of Point of Sale System

Motion to approve the recommendation:

Moved: Commissioner Manning; Seconded: Commissioner Bartolo. Chairman DiGiallonardo called for a roll call vote. Passed unanimously by voice vote.

Old Business: None

New Business:

Commissioner Welch reported that this will be the last time Equipo Vision will be here. They require at least 1800 hotel rooms or five hotels and the area cannot fill their needs. Working on the IHSA Boys Championship Basketball contracts for 2021-2025.

Public Comment:

Noting there was no need for an Executive Session; Chairman DiGiallonardo reminded everyone that the next PCCA meeting will be held December 6, 2018 at 4:00 pm, in Lexus Club Room. A reminder will be sent out one week prior to the meeting.

Adjournment:

Chairman DiGiallonardo requested a motion to adjourn.

Motion to Adjourn:

Motion made by Commissioner Manning. Seconded by Commissioner Dalfonso. Passed unanimously by voice vote.

Meeting adjourned at 4:35 p.m.