



PEORIA CIVIC CENTER®

**PEORIA CIVIC CENTER AUTHORITY
Minutes of December 7, 2017
Meeting FY18 No. 3 & 4**

Chairman DiGiallonardo called the regular meeting of the Peoria Civic Center Authority to order at 4:01 p.m., Thursday, December 7, 2017 at the Peoria Civic Center in Meeting Room 401.

VOTING AUTHORITY MEMBERS PRESENT:

**Chairman Paul DiGiallonardo
Commissioner Matthew Bartolo
Commissioner Yvonne Greer-Batton
Commissioner Joseph Dalfonso
Commissioner Robert Manning**

VOTING AUTHORITY MEMBERS ABSENT

**Commissioner Sylvia Hasinger
Commissioner Pratima Gandhi**

NON-VOTING AUTHORITY MEMBERS PRESENT:

NON-VOTING AUTHORITY MEMBERS ABSENT:

**Commissioner James Lynch
Commissioner Laith AlKhafaji
Commissioner Sid Ruckriegel
Commissioner Don Welch**

SMG/PCC STAFF PRESENT:

**Anne Clayton, General Manager
Will Kenney, Director of Operations
Danette Snopek, Director of Finance
Jess McMullin, Director of Sales & Marketing
Sarah Luthy, Interim Director of Food & Beverage
Megan Pedigo, Senior Marketing Manager
CJ Goddard, Accounting Manager
Erin Schaefer, Senior Sales Manager
Chef Leo Carney
Sous Chef Michael Clingan**

OTHERS IN ATTENDANCE:

**Dave Stuckel, PCCA Legal Counsel
Joni Staley, PACVB
Thomas Bruch, PJS
Adam Pulley, Clifton Larson Allen**

Chairman DiGiallonardo called the meeting to order at 4:01 pm. He requested that a roll call be taken. Quorum present.

Chairman DiGiallonardo requested a motion to approve the minutes of the October 26, 2017 PCCA meeting.

Motion to Approve Meeting Minutes of the October 26, 2017 Meeting:

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

General Manager Report:

General Manager Anne Clayton reported that the Ameren Illinois Broadway Series started off well with Motown the Musical in October and Dirty Dancing in November. Both shows received positive reviews from theater patrons. Mini season tickets are still selling well with The Sound of Music and The Wizard of Oz to complete the series in the spring of 2018. Nine ticketed events went on sale in October including the WWCT Snowball concert featuring Vance Joy which will occur in the ballroom in December. In the arena, tickets for Jeff Dunham and Avenged Sevenfold are selling well for January and Winter Jam featuring Skillet has been announced for March. Four new ticketed events were announced in November for the theater, Cirque D'Or in February, Get the Led Out and Musical Thrones in March, and Three Dog Night in May. PNC Winterfest opened for its third year on November 24th, after the Santa Clause Parade. The PNC Winterfest float won 2nd place in the Best Commercial Float category.

SAVOR Report:

Interim Director of Food and Beverage Sarah Luthy reported that during the month of October catering was extremely busy. Sarah presented the new and updated catering and suite menu. The PCCA board recognized Executive Chef Leo Carney and Sous Chef Mike Clingan and their team for their exceptional food service.

Operations Report:

Director of Operations Will Kenney reported that natural gas and electricity usage was down again this month. Capital projects from this summer are now completed. This includes the new pavers on the balconies and the audio system in the ballroom and exhibit halls. The wrought iron fencing around PNC Winterfest has been installed, with additional landscaping to be completed in the spring.

Marketing Report:

Senior Marketing Manager Megan Pedigo reported that the marketing team delivered slap bracelets and coloring books to local businesses to promote Rudolph the Red-Nosed Reindeer performances and PNC Winterfest. The slap bracelets were also given out to children along the Santa Clause parade route.

Sales and Booking Report:

Director of Sales and Marketing Jess McMullin reported that the sales team acquired 46 leads, wrote 30 proposals, and executed 12 contracts in October. Erin Schaefer attended Connect Faith Marketplace in Cincinnati, OH, generating 13 leads from 30 appointments with religious-based planners. UnityPoint Health has rebooked their annual banquet through 2020. A new dance competition has booked for December 2018. Next July, Peoria will be hosting the ISAE Summer Session, allowing sales staff to showcase the facility to Illinois association planners. The new marketing piece for wedding packages was presented to the board. This will be distributed on wedding tours and is also available on the Peoria Civic Center website to download. The new wedding digital marketing has started and will run through January and the Peoria Civic Center will have a featured wedding ad in the Jan/Feb edition of Art & Society.

Sales and Booking Report cont.:

Sales Manager Josh Wright completed a local sales blitz, visiting 49 businesses with cookies and a flyer that highlighted meeting space, holiday parties and PNC Winterfest group outings. The community partnership continues this month as the Peoria Civic Center was a donation site for the Salvation Army's "Coats for Kids" program. Staff also volunteered at the Neighborhood House Santa for Seniors, the South Side Mission Thanksgiving, and Goodwill Stand Down for Veterans.

Sales and Marketing Committee:

Commissioner Dalfonso turned the floor over to Commissioner Greer-Batton who asked Jess McMullin to report on the latest committee meeting. Six customer surveys were completed in October for an average customer service score of 9.6. The FY18 average is now 9.3. The PCCA board congratulated Commissioner Greer-Batton on being named one of this year's Women of Influence by Peoria Magazine.

Capital Committee:

Commissioner Bartolo reported that the Capital Committee had met and reviewed proposals for the purchase of replenishing catering small wares in the amount of \$30,238.99. The Capital Committee made a recommendation to the board to move forward with this purchase.

Motion to approve the recommendation of \$30,238.99 to TriMark Marlinn LLC

Motion was made by Commissioner Bartolo. Seconded by Commissioner Manning. Chairman DiGiallonardo called for a roll call vote. Motion was passed unanimously.

Finance Committee:

Chairman DiGiallonardo reported in place of Pratima Gandhi that the committee had met and turned the floor over to Director of Finance Danette Snopek. October financials consisted of 54 event days versus a budget of 58. Event income was under budget by \$114,000, indirect expenses were slightly over budget, and HRA income was over budget by \$12,000. In the convention center, seven banquets occurred versus eight budgeted. The Dodgebrawl sporting event was budgeted but did not occur. In the arena, Monster Jam attendance was down nearly 30% since the event moved from its usual 1st quarter timeframe. The two Central Illinois Flyers hockey games were unbudgeted. The arena rehearsals and two Rivermen games did not meet budget. In the theater, MercyMe, Ron White, and Motown the Musical exceeded budget. Brian Wilson did not meet budget and both Mischief Live and Strength of This Nation were cancelled due to low ticket sales.

Recommendations from the Finance Committee are as follows:

Renewal of service agreement with Heart Technologies who manages all IT and phone support for a monthly fee of \$12,479.92.

Motion to approve recommendation from Finance Committee to Heart Technologies for \$12,479.92

Motion was made by Commissioner Bartolo. Seconded by Commissioner Dalfonso. Chairman DiGiallonardo called for a roll call vote. Motion was passed unanimously with a caveat that it will be bid out next year.

Renewal of the commercial casualty business insurance with National Casualty for 12/15/17-12/15/18 at a cost of \$59,181.00. The premium change is a decrease of \$3,269 from the expiring premium.

Motion to approve recommendation from Finance Committee for FY18 business insurance for \$59,181

Motion was made by Commissioner Greer-Batton. Seconded by Commissioner Manning. Chairman DiGiallonardo called for a roll call vote. Motion was passed unanimously.

Finance Committee cont.:

Adam Pulley from Clifton Larson Allen presented the FY17 Audit and reported an unqualified opinion.

Motion to approve recommendation from Finance Committee to accept FY17 Audit

Motion was made by Commissioner Manning. Seconded by Commissioner Bartolo.
Chairman DiGiallonardo called for a roll call vote. Motion was passed unanimously.

Old Business:

Commissioner Manning discussed the Proposed Downtown Special Service Area (SSA) by the Peoria Downtown Development Corporation which includes the property of the Peoria Civic Center Authority. The SSA is intended to be financed by property owners and business establishments located in the area. The Peoria Civic Center is an important catalyst for the attraction of non-residents to the City of Peoria who contribute to the economic well-being of the Peoria community through spending in the community. The highly competitive economic environment for meeting, convention and trade show events demands that the Peoria Civic Center Authority maintain low costs for facility use in order to attract events with significant non-resident attendance and benefit to the Peoria community. Any cost for the SSA will require the Peoria Civic Center Authority to increase the current subsidy provided by the City of Peoria or raise prices for events causing it to be less competitive in attracting meeting, convention and trade show business to the Peoria community. The Peoria Civic Center Authority currently provides a benefit to the City of Peoria, Peoria community and the State of Illinois by generating tax revenue. The Peoria Civic Center Authority has reviewed the proposed activities of the SSA in relation to the market served by the Peoria Civic Center and cannot reconcile the increased cost for the Peoria Civic Center Authority with the proposed services.

Motion to adopt the resolution as presented that states that the PCCA does not support the Downtown Special Service Area (SSA) as it is currently proposed.

Motion was made by Commissioner Manning. Seconded by Commissioner Bartolo.
Chairman DiGiallonardo called for a voice vote. Motion was passed unanimously.

New Business: None

Public Comment: None

Noting there was no need for an Executive Session; Chairman DiGiallonardo reminded everyone that the next PCCA meeting will be held January 25, 2018 at 4:00 pm. A reminder will be sent out one week prior to the meeting.

Adjournment:

Chairman DiGiallonardo requested a motion to adjourn.

Motion to Adjourn:

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

Meeting adjourned at 4:38 p.m.