



DECC AUTHORITY BOARD OF DIRECTORS | REGULAR MEETING

March 30, 2022 Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Wednesday, March 30, 2022 in the Harbor Side Convention Center – Room 203. Chair Lynne Williams called the meeting to order at 11:32 AM. There was not a quorum of directors present.

BOARD MEMBERS PRESENT

Chair Lynne Williams
Treasurer & Secretary Matthew Baumgartner
Pat Mullen
Bill Nelson
Laura Mullen

BOARD MEMBERS ABSENT

Vice Chair Peter Singler
Don Ness
Carrie Heffernan
Martha Bremer
Mary Finnegan

DECC STAFF PRESENT

Dan Hartman
Ronni Murphy

OTHERS PRESENT

Media

APPROVAL OF CONSENT AGENDA

The Board did not review the consent agenda as no quorum of directors was present.

EXECUTIVE DIRECTOR REPORT

Update

1. Executive Director Hartman provided an update regarding convention sales. The DECC's established sales goal for 2022 is \$2,250,000 in convention sales. From January 2022 to March 2022 the Director of Sales has booked an estimated \$800,000 in definite convention sales.

Media arrived at 11:40 AM

2. Hartman provided an update regarding convention and industry trends. Industry trends indicate a desire to fight loneliness, create fun spaces, celebrate local, and utilize aggressive sales strategies. Trends experienced by DECC sales are the following: a desire to move away from hybrid conferences; urges to gather in person; continued trend toward safer gathering (spaced out seating, etc.).
3. Hartman provided an update on tracking for strategic plan goals including convention sales, concert revenue, William A. Irvin tour revenue, Bayfront income, and DECC Presents revenue.
4. Hartman provided an update regarding the Curling Club chiller. The Executive Committee approved application for an energy efficiency loan for the purchase of the new chiller.
5. Hartman shared that there will be a multi-state Cruising Kick Off Event on May 10th at the DECC.
6. Hartman provided a brief update regarding Harbor Drive. The City has reached out to explore the possibility of partnering on the Harbor Drive Project.
7. Hartman shared that the DECC had three sold out entertainment events during March 2022: Charlie Berens (two nights), and Zach Williams.

COMMITTEE REPORTS

Executive

1. The 2022 Board Retreat will take place on August 17 and August 18. The Executive Committee is currently creating an agenda of topics to cover during this time.

Finance

1. Hartman and Treasurer & Secretary Baumgartner provided a review of the DECC's February finance statements. The DECC is seeing a negative financial trend related to multiple impacts: COVID variants; budget planning that anticipated one additional day of UMD hockey that did not occur; and parking fees for multiple events that were budgeted at an incorrect rate.
2. Treasurer & Secretary Baumgartner noted that a review of the February 2022 balance sheet indicates the DECC is financially healthy.
3. Hartman noted the Save Our Stages grant funds of \$375,000 and \$250,000 from the City of Duluth are not included in the financials for February, but will likely be reflected in the March financials.
4. During the April Finance Committee Meeting the committee intends to look at current budget projects and complete forecasting for the rest of 2022 that more accurately reflects the impacts referenced in the financial statement review.

Governance

1. Chair Williams provided an update on behalf of Bremer regarding the Governance Committee. The committee is currently reviewing the conflict of interest policy and expects to bring the policy forward for the Board to review in April.
2. The committee is currently drafting a skills/aptitudes survey that will be distributed to Board Members to comment on desired skills/aptitudes for incoming Board Member(s).

Ad Hoc – Guest Experience

1. Hartman provided an update on behalf of L. Mullen regarding the Ad Hoc Guest Experience Committee. The committee held its first meeting and finalized the guest experience survey that can be utilized by Board Members and guests after attending events at the DECC.
2. The committee would like to have review(s) from a variety of event types including: entertainment, weddings, conventions, etc.

3. The committee encourages all Board Members to act as ambassadors and provide feedback after attending events. The survey will be distributed regularly via electronic means to the Board.

OLD BUSINESS

No old business.

NEW BUSINESS

No new business.

OTHER

Reference industry trends in the Executive Director Report section.

ADJOURNMENT

Chair Williams requested a motion to adjourn. The meeting adjourned at 12:45PM.

UPCOMING MEETINGS

The next regular meeting will be held April 27, 2022 at 11:30 AM in the Senator Sam Solon Board Room.

Minutes reported by Ronni Murphy, Office and Project Manager.

Submitted by:

Lynne Williams, Chair

Matthew Baumgartner, Secretary & Treasurer

Date

Date