



DECC AUTHORITY BOARD OF DIRECTORS | REGULAR MEETING

May 25, 2022 Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Wednesday, May 25, 2022 in the Senator Sam Solon Board Room. Chair Lynne Williams called the meeting to order at 11:30 AM. A quorum of directors was present.

BOARD MEMBERS PRESENT

Chair Lynne Williams
Vice Chair Peter Singler
Jason Vincent
Laura Mullen
Pat Mullen
Bill Nelson
Martha Bremer
Don Ness
Carrie Heffernan

BOARD MEMBERS ABSENT

Treasurer & Secretary Matthew Baumgartner
Mary Finnegan

DECC STAFF PRESENT

Dan Hartman
Ronni Murphy
Lucie Amundsen
Jane Jandl

OTHERS PRESENT

Media

OTHER

Executive Director Hartman took Board Members on a walking tour of the new Customs Board Patrol (CBP) Cruise Ship Facility building. Two CPB staff and DECC staff member Jeff Stark were available at the location to provide an overview of planned site operations.

Hartman shared a note of appreciation regarding collaboration on the CBP Cruise Ship Facility project: the Coast Guard, TKDA, and the City of Duluth.

Heffernan arrived at 11:35 AM

Vice Chair Singler arrived at 11:45 AM

Media arrived at 11:45 AM

APPROVAL OF CONSENT AGENDA

The consent agenda included the meeting agenda and meeting minutes from the regular meeting on April 27, 2022. The consent agenda did not include a financial statement for April due to the current vacancy in the Finance Director position. MOTION to approve the consent agenda requested by Chair Williams; motion made by Nelson and seconded by Vice Chair Singler. Motion unanimously carried.

EXECUTIVE DIRECTOR REPORT

Update

1. Executive Director Hartman provided an update regarding convention sales. The annual sales goal is \$2,250,000. Year to date sales are presently \$1,280,150, 57% toward goal. Sample bookings include MN Council of Math Teachers and Children's Mental Health.
2. Hartman shared that the Corporate Sales and Sponsorship position has been filled.
3. Hartman shared a photo summary of recent successes including: the DECC's participation in Homegrown Music Festival, the Upper Lakes Food Show, and several graduation ceremonies. Additional successes include the DECC's migration to cloud-based services and the installation of new printers.
4. Hartman provided an update on challenges ahead including: unknown continued impacts of COVID, aging infrastructure, staffing, and the unknown status of the bonding bill. Hartman reminded the Board of his financial threshold plan: if cash available drops below \$1,000,000 additional strategic measures will be put in place. As of March 2022, cash available remains: \$2,154,720.
5. Hartman reviewed the DECC's historical annual financial pattern, noting significant peaks and valleys throughout the year. Hartman explained that it will be important for the DECC to maintain staffing levels to accommodate large events. Hartman projects that large events will be financially healthy for the DECC long-term.
6. Hartman provided an update on opportunities for the DECC. The DECC now has consultation hours with AKA Accounting to provide interim coverage while the Finance Director position remains vacant. In conjunction with the accounting consultant the DECC plans to develop month-by-month yearly forecasting and departmental budgeting. Regarding aging infrastructure, Hartman plans to focus on educating stakeholders regarding infrastructure needs. Additionally, Hartman plans to

spend time connecting with federal and state resources to pursue additional funding opportunities. Regarding the status of the bonding bill, the DECC requested \$8,000,000 and is included in the current draft of the bill for \$5,000,000. At this time, there may not be a bonding bill at all. Regarding staffing, Hartman is currently researching the development of a volunteer program for non-profit institutions, similar to the program for MN Timberwolves games at the Target Center. If launchable, this program could work well in departments like concessions. Hartman shared strategic plans to create more peaks in the DECC's financial patterns by working on diversity of revenue sources, adding more entertainment, and continuing to launch more DECC Presents events. In addition, Hartman is working with staff to track staff use, pricing, and revenue on a per-event basis. Finally, Hartman continues to pursue opportunities to make the DECC "the place you want to be seen at". Possible opportunities include: quirky selfie-stations and merchandise.

7. Hartman provided a cruising update. The first cruise will be welcomed to Duluth on May 30th with a welcome event. Additional cruise dates include: June 27th, July 25th, August 8th, August 22nd, September 5th, and September 19th of 2022.
8. Hartman provided an update regarding the Curling Club Chiller, the DECC is moving to a commercial lease option. Hartman is working with Bond Counsel to create an RFP to be sent to multiple banks. Options will be presented to the Executive and Finance committees with a final vote at the Board level.
9. Hartman introduced DECC staff members Lucie Amundsen and Jane Jandl to provide an update on marketing and communications. Highlights included: social media, paid advertisement, graphic design, earned media, blogging, paid media, and branding.

COMMITTEE REPORTS

Executive

1. Chair Williams provided an update on behalf of the Executive Committee. The Executive Committee created a survey to get feedback from Board Members regarding meeting times, the survey will be sent out after this meeting.
2. June will mark the one year anniversary of Hartman's employment with the DECC. Chair Williams reminded Board Members that Hartman's initial performance evaluation was a six-month review of June 2021 - December 2021. Hartman's performance evaluations will now occur on a calendar year: January 2022 - December 2022 and so on.
3. Chair Williams shared that the next Board social event will occur on June 30th with a cruise on the Vista, a calendar invite will be shared with Board Members after this meeting.

Finance

1. Hartman shared that the Finance Director position description was reviewed by multiple sources including Terch & Associates and Treasurer & Secretary Baumgartner and will be posted by the end of the week.

2. Hartman shared a note of appreciation for DECC finance staff as they have been providing coverage of extra job duties while the Finance Director position is vacant.
3. Chair Williams shared that Hartman and Chair Williams are reviewing the weekly expenses as usual and that expenses remain usual.

Governance

1. Bremer provided an update on behalf of the Governance Committee. The Board Member skills survey data has been shared with the City of Duluth for review. There are no applications on file for the upcoming vacancy at this time.
2. The committee plans to bring forward applicants at the June meeting, with the goal of naming the new Board Member at the July meeting.
3. The committee is currently working on the Board Member self-assessment, and will resume policy review at the June Governance Committee meeting.

Ad Hoc - Guest Experience

1. L. Mullen provided an update on behalf of the Ad Hoc Guest Experience Committee. The committee was unable to meet in April or May due to schedule conflicts. The committee intends to resume meeting in June.
2. The committee will review up-to-date guest experience survey data. Board Members were encouraged to fill out the survey if they attend any event at the DECC. The survey link is frequently included on Board communications.

OLD BUSINESS

No old business.

NEW BUSINESS

Chair Williams asked Board Members to fill out the Material Financial Interest Disclosure Form and Policy Acknowledgement Form and submit a copy to Murphy. If a Board Member develops a potential conflict of interest the Board Member is encouraged to work with Chair Williams and/or Hartman to ensure the potential conflict of interest is documented.

ADJOURNMENT

Chair Williams requested a motion to adjourn. The meeting adjourned at 12:55 PM.

UPCOMING MEETINGS

The next regular meeting will be held June 29, 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