



DECC AUTHORITY BOARD OF DIRECTORS | REGULAR MEETING

August 17, 2022 Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Wednesday, August 17, 2022 in the Harbor Side Convention Center - Room 203. Chair Lynne Williams called the meeting to order at 2:46 PM. A quorum of directors was present.

P. Mullen arrived at 4:46 PM

BOARD MEMBERS PRESENT

Chair Lynne Williams
Vice Chair Peter Singler
Carrie Heffernan
Jason Vincent
Laura Mullen
Pat Mullen
Martha Bremer

BOARD MEMBERS ABSENT

Secretary & Treasurer Matthew Baumgartner
Mary Finnegan
Bill Nelson
Tony Sertich

DECC STAFF PRESENT

Dan Hartman
Ronni Murphy

OTHERS PRESENT

Media

APPROVAL OF CONSENT AGENDA

The consent agenda included the meeting agenda and meeting minutes from the regular meeting on July 27, 2022. MOTION to approve the consent agenda requested by Chair Williams; motion made by Heffernan and seconded by L. Mullen. Motion unanimously carried.

MISSION AND PURPOSE

Executive Director Hartman presented on the DECC's mission and purpose. Hartman shared that the DECC is considered a Public Assembly Venue, and that 96% of these venues are public owned as reported by the International Association of Venue Managers. Hartman noted that most missions typically focus on economic benefits and improving quality of life, much like the DECC's mission statement: We host events, create experiences, and drive our regional economy. Hartman indicated that the DECC's purpose is to bring people together in a variety of ways through sports, conventions, entertainment, community events, etc. Hartman plans to develop a matrix to aid in the selection of events based upon the event's financial prospects and/or the event's ability to positively impact the community.

Hartman reviewed current challenges for the DECC including: a need for patience and flexibility with finances due to fluctuations driven by COVID, economic changes, etc.; a need to create more robust safety protocols; the reality of staffing challenges in the current climate; and the need to sell more at the DECC via a more aggressive sales approach and the utilization of sponsorship opportunities; and the reality of the deferred maintenance at the DECC (currently more than 8 million in projected expenses).

Hartman is combatting these challenges with the following: a review of existing procedures; guest experience reviews; and an emphasis on improving lines from parking to ticketing to concessions. Hartman has successfully implemented an event tracking tool that can be utilized to project and report actual expenses vs. revenues to determine the true cost on an event-by-event basis. Hartman is also currently in communication with other event centers to develop a model for utilizing volunteers in the concession stands at the DECC. The volunteer system would allow volunteers to receive a stipend payment to an organization of entity of their choice such as youth sports or a charity organization. Hartman is also exploring the possibility of implementing a work order system for maintenance to more accurately track needed maintenance and time spent attending to maintenance requests.

VALUES AND STRATEGIC FRAMEWORK

Chair Williams led a discussion with Board Members on the values of the DECC. Chair Williams broke the group into two and asked Board Members to reflect on whether the values were correct for the DECC, how the Board can further support the values, and how well the values were represented and utilized.

Board discussion indicated consensus among Board Members that the Entertainment and Hospitality values were operational values to be enacted by the Executive Director and DECC staff, whereas Stewardship, Visionary, and Community should all be supported with action from the Board. Examples discussed included: providing good stewardship of the facility by creating and driving a capital plan and capital investments; defining the DECC's vision of whom it serves; and further reaching into the community by investigating the DECC's economic impact and utilizing that data as ambassadors when speaking on behalf of the DECC.

Collectively, the Board agreed to continue to utilize the following values: Hospitality, Entertainment, Community, Visionary, Stewardship. The Board also shared an interest in

seeing the mission and values displayed within the board packet as a reminder to use this information to support and drive board actions.

Chair Williams led a discussion with Board Members on the strategic framework of the DECC. Chair Williams shared that discussion with Propel Nonprofits highlighted that the current best practice for strategic work is to create a framework that focuses less on specified deliverables for a 3 to 5 or 10 year strategic plan. Propel Nonprofits indicated that rapidly changing climates often make specified deliverables irrelevant as changes continuously shift organization priorities, for example, the complications of COVID. The flexibility to adapt the framework allows the organization to continue thinking strategically about an overarching goal while adapting to unavailable changes within the organization's environment.

The Board agreed specified deliverables will be needed to assess the Executive Director's annual performance. The possible deliverables for the next year include: contract management, capital planning/investment, development of a plan to measure economic impact, and the integration of community feedback.

ADJOURNMENT

Chair Williams requested a motion to adjourn. The meeting adjourned at 4:27 PM.

UPCOMING MEETINGS

The next regular meeting will be held September 29, 2022, location to be determined.

Minutes reported by Ronni Murphy, Office and Project Manager.

Submitted by:

Lynne Williams, Chair

Matthew Baumgartner, Secretary &
Treasurer

Date

Date