



## DECC AUTHORITY BOARD OF DIRECTORS REGULAR MEETING

September 29, 2022 Meeting Minutes

### CALL TO ORDER

A Regular Board Meeting was held Wednesday, September 29, 2022 in the Symphony Hall Mezzanine. Chair Lynne Williams called the meeting to order at 11:38 AM. A quorum of directors was not present.

### BOARD MEMBERS PRESENT

Chair Lynne Williams  
Vice Chair Peter Singler  
Carrie Heffernan  
Jason Vincent  
Laura Mullen  
Mary Finnegan  
Pat Mullen

### BOARD MEMBERS ABSENT

Secretary & Treasurer Matthew Baumgartner  
Bill Nelson  
Martha Bremer  
Tony Sertich

### DECC STAFF PRESENT

Dan Hartman  
Jason Reid

### OTHERS PRESENT

None

### PUBLIC OPEN COMMENT PERIOD

Chair Williams informed Board Members that a public open comment period has been added to the agenda for regular meetings. After discussion, the Board requested a sign up sheet be set out at each meeting for members of the public to sign up to speak during the public open comment period. There were no instances of public comment at this meeting.

*L. Mullen arrived at 11:40 AM, a quorum is established*

### EXECUTIVE DIRECTOR REPORT

Executive Director Hartman introduced the DECC's new Finance Director, Jason Reid. Reid introduced himself to the Board and summarized his experience and qualifications.

*Heffernan arrived at 11:46 AM*

1. Hartman and Reid shared an overview and update of the DECC's finances to date. July financials show the DECC is currently looking at an operating profit of \$324,866. Reid noted this is impacted by \$625,872 in one-time COVID funding that the DECC will not receive going forward.
2. Hartman shared that tourism taxes are on the rise, and the DECC is currently estimating a \$200,000 increase to the DECC's share of tourism taxes.
3. Reid further shared that July financials were significantly impacted by the following: the addition of ticket office transitions that were behind; and the addition of Irvin and other ticketing funds that were inadvertently left in the Universe ticketing portal.
4. Reid alerted Board Members that he is beginning to meet with directors to start conversations around 2023 budgeting.
5. Hartman shared that the Irvin is showing consistent attendance that is comparable to 2021 (2021 - 28, 967 vs. 2022 - 28,315). Despite comparable attendance, revenues have increased due to an increase in ticket prices from \$15.00 to \$20.00. Gross revenue for 2022 is currently at \$534,338 vs \$431,246 in 2021.
6. Bayfront Festival Park saw an increase in both event days (2021: 32 days and 2022: 39 days) and parking revenue (2021: \$61,933 and 2022: \$85,232). Hartman reminded Board Members that the DECC shares Bayfront revenue. Hartman also noted that Bayfront provides a positive economic impact for Duluth. Hartman estimates that the 2022 Trampled by Turtles show with 9,000 estimated attendees provided a direct economic impact of over \$2 million.
7. Hartman reported that convention sales are currently at \$1,931,150 towards a goal of \$2,250,000 for 2022. The DECC has seen one cancellation for July 2023, with the group reporting hotel rates were too high.
8. Hartman reported the recent REO Speedwagon, Styx, and Loverboy concert was a near sell-out success. The internal event analysis process projects the DECC received an estimated \$120,000 net profit from the event.
9. With the warmer months winding down, Hartman shared his observations from the summer months: the DECC should seek out more exhibits like Jurassic Quest; the DECC should provide more emphasis and focus on William A. Irvin marketing; and the DECC should continue to market corporate events similar to the Affinity Plus Corporate Event.
10. Hartman shared upcoming plans for UMD Hockey: the addition of new concessions food; adding concession stanchions to some locations to control the lines; the addition of the Bulldog Parking Pass; moving ice cream to a different location to

support the addition of a beer stand on the North side of the arena; and the implementation of a fundraising volunteer program.

## APPROVAL OF CONSENT AGENDA

Chair Williams noted that a quorum was established and asked for approval of the consent agenda. The consent agenda included the meeting agenda and meeting minutes from the regular meeting on August 17, 2022; updated finance statements for April and May; and finance statements for June and July. MOTION to approve the consent agenda requested by Chair Williams; motion made by Vice Chair Singler and seconded by Finnegan. Motion unanimously carried.

## COMMITTEE REPORTS

### Executive

1. Chair Williams provided an update on behalf of the Executive Committee. Chair Williams noted that the DECC's mission and values were added to the agenda per discussion at the Board Retreat in August.
2. Chair Williams shared that Board orientation materials are currently being updated with guidance from the Governance Committee.
3. A draft Board Calendar has been created for the Board to keep track of topics they would like to consistently revisit such as the strategic plan, annual bylaw review, annual budget approval, etc.
4. Chair Williams summarized the strategic plan discussion from the Board Retreat, noting the following themes from the 2021 plan: operational excellence, productive workforce, economic impact, community engagement, and innovation. At the Board Retreat, Propel Nonprofits suggested a move to a five year "rough framework" and one year plan model due to the continuously changing environment. The one-year plan has the following themes for 2023: policy and procedure development, contract management, capital investment/planning, economic impact, and community connection.
5. Chair Williams reminded the group of the annual review of the Bylaws and is cleaning up some language inconsistency/lack of clarity. This will route to the governance committee and then back to the board for review and approval.
6. Chair Williams noted there are four Governor seat terms ending in January 2023, and that the Board needs to begin the process of talking with the Board Members in those seats to determine whether or not they will apply for a renewal for their seat. Finnegan noted that her term will expire in January, and that she does not plan to apply for a renewal.
7. Chair Williams reminded Board Members that Officer Nominations open in November, with elections occurring in December.

### Finance

1. Hartman shared with Board Members that the August financials included in the Board Packet are draft financials and should be disregarded. The August financials will be updated for the October meeting.

#### Governance

1. Governance updates were provided during the Executive Committee update.

#### 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 September but will resume meeting in October with a tag event of Entrance G and the Skywalk area. The committee plans to cease meeting at the end of 2022 as the committee has accomplished the goals set forth with the creation of the ad hoc committee. The committee plans to submit a summary report of accomplishments to the Board for review.
2. L. Mullen encouraged Board Members to continue filling out the guest experience survey as they attend events at the DECC.

## OLD BUSINESS

Chair Williams noted there was no update regarding the EPA settlement.

## NEW BUSINESS

No new business was discussed.

## ADJOURNMENT

Chair Williams requested a motion to adjourn. The meeting adjourned at 12:29 PM.

## OTHER

The Board departed to tour the set up for the William A. Irvin Haunted Ship.

## UPCOMING MEETINGS

The next regular meeting will be held October 27, 2022, location to be determined.

Submitted by:

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Lynne Williams, Chair

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Matthew Baumgartner, Secretary &  
Treasurer

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Date

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Date