



## DECC AUTHORITY BOARD OF DIRECTORS REGULAR MEETING

October 27, Meeting Minutes

### CALL TO ORDER

A Regular Board Meeting was held Wednesday, October 27, 2022 in Harbor Side Convention Center - Horizon Level. Chair Lynne Williams called the meeting to order at 11:37 AM. A quorum of directors was not present.

### BOARD MEMBERS PRESENT

Chair Lynne Williams  
Vice Chair Peter Singler  
Secretary & Treasurer Matthew Baumgartner  
Bill Nelson  
Martha Bremer  
Carrie Heffernan  
Laura Mullen  
Mary Finnegan

### BOARD MEMBERS ABSENT

Tony Sertich  
Jason Vincent  
Pat Mullen

### DECC STAFF PRESENT

Dan Hartman  
Jason Reid  
Ronni Murphy

### OTHERS PRESENT

Media

### PUBLIC OPEN COMMENT PERIOD

Chair Williams asked for a review of the public open comment period sign up sheet, no members of the public signed up for comment.

*Finnegan arrived at 11:40 AM, a quorum is established*

### EXECUTIVE DIRECTOR REPORT

Executive Director Hartman provided an update outlined by the updated strategic framework as defined at the Board Retreat in August 2022.

1. First, Hartman shared current challenges including: changes to the security process at events; staffing shortages and increased staffing costs; and concurrent expiration of equipment and licensing.

*Heffernan arrived at 11:51 AM*

2. **Policies & Procedures:** Hartman shared that progress has been made regarding both governance level and operational level policies. The October 2022 Board Packet includes five governance policies: whistleblower; board communications; donation requests; check issuance and signature; and contract authorization and signature. Operationally, staff have been working on policies and procedures related to: Safety Data Sheet reporting; Tier II reporting; the creation of a compliance calendar; and the creation of an event analysis form.
3. Hartman noted that an updated purchasing policy will be brought back to the board for review prior to December 31, 2022. Staff are currently adding procurement provisions to the policy per 2021 audit finding requirements.
4. Hartman shared that the staff have created an event analysis form to track the costs and revenues associated with events. The current staff goal is to track all events. Hartman noted appreciation for the staff's diligence in tracking events throughout the busy fall season. Hartman pointed out that the event analysis form does not currently include overhead costs, but that the majority of the DECC's costs are considered overhead costs (electric, heat, permanent staff, etc.).

*Secretary & Treasurer Baumgartner arrived at 12:07 PM*

5. **Contract Management:** Hartman shared that naming rights were clarified with Media USA and that an update regarding the Vista Fleet contract will be coming with a potential tri-party agreement with the City of Duluth.
6. **Community Connection:** Hartman provided several updates related to community connection. Hartman shared that the DECC volunteer program has officially launched, with more than 70 volunteers available in the pool. The first volunteers served at UMD Men's hockey on October 25<sup>th</sup>.
7. Hartman announced the upcoming launch of a Vinyl Happy Hour event hosted on Tuesdays in November and a Sunrise Coffee event. Both events will be hosted by Hartman and will help show off the DECC's spaces, and provide additional opportunities for people to gather.
8. Hartman noted that the DECC has received significant social media and earned media attention in recent months including: earned media via WCCO, the Star Tribune, Bring Me the News blog, Fox 9, Midwest Community blogs, and the Duluth News Tribune; within the last 28 days an 845,000 reach on Facebook and a 59,000 reach on Instagram; overall social media performance for 2022 2,888,000 reach on Facebook and a 298,000 reach on Instagram; and one viral post with 1,030,521 people reached and 7.8 thousand shares.

9. **Economic Impact:** Hartman introduced an upcoming DECC Presents event: Bacon, Bloodies, and Bands and shared some additional planned events for January including: Cider North Festival, Winter Fiasco, and a cheese festival. Additionally, the DECC has recently hired an Event Programmer to assist with the planning and coordination of events, and the entertainment team is hosting an intern who will be assisting with event coordination.
10. Hartman shared that the DECC recently attended the International Entertainment Buyers Association (IEBA) conference and learned helpful information to assist with attracting entertainment to the DECC.
11. Hartman announced that the Haunted Ship has seen continued success in 2022 with attendance rates on certain dates surpassing previous attendance records. Hartman was pleased to note the Haunted Ship has set a new single day attendance record of 4,720. Hartman shared that the Haunted ship is expected to exceed last year's attendance numbers and that the price of regular admission and the fast pass were increased for 2022.
12. Finally, Hartman noted that October has been busy at the DECC with consistent conventions every week, a nearly sold-out Nate Bergatze event and nearly sold out UMD vs. WI Men's hockey event.
13. **Capital Planning:** Hartman noted that Reid is currently working on the 2023 budget and the resulting budget should help guide capital planning efforts. Hartman noted a bonding bill may be delayed until after January 2023.
14. Hartman shared that the DECC Arena ice plant had a leak, the leak was inspected and an external pipe was in need of repair. The repair has since been made and there is now ice in DECC Arena, as planned.
15. Hartman urged Board Members to consider the following question: how much is the DECC willing to contribute to repair/invest in DECC Arena? Board members discussed the topic.

## 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 September 29, 2022; and finance statements for August and September. MOTION to approve the consent agenda requested by Chair Williams; motion made by Heffernan and seconded by L. Mullen. Motion unanimously carried.

## COMMITTEE REPORTS

### Executive

1. Chair Williams provided an update on behalf of the Executive Committee. The annual budget will be presented at the November meeting for review. The strategic framework, as discussed at the August 2022 retreat, will be presented to the Board in

November. Vice Chair Singler will begin preparations for the 2022 Executive Director annual review, likely to be distributed in January 2023. Chair Williams also noted that a Board shared drive is being created to store and share written materials. Board Members will receive an email with details prior to the November meeting.

#### Finance

1. Secretary & Treasurer Baumgartner provided an update on behalf of the Finance Committee. Secretary & Treasurer Baumgartner noted that a review of the current DECC financial snapshot indicates the DECC is in good financial health with areas to watch, in part because the DECC is not expected to maintain special revenue sources such as MDH covid testing site rental and the Shuttered Venues Operations Grant funding.
2. Hartman noted that it is important for the DECC to continue to find new revenue streams to cover expenses.
3. Reid provided an additional financial update with the Board. Reid noted that the goal for 2023 and beyond is to get the Board a budget to review at the October meeting, for approval in November. Reid thanked the Board for flexibility regarding the 2023 budgeting process as he worked to catch up the outstanding 2022 financials and learn more about DECC operations.
4. Reid shared that he plans to look more closely at vendor relationships to determine if any potential savings may be derived from discounts or other soft dollar savings. Additionally, Reid plans to modernize some of the processes in the finance office to increase efficiency and decrease processing times.

#### Governance

1. Bremer provided an update on behalf of the Governance Committee. Bremer noted that the new Board Member orientation materials and process are currently being updated and will be utilized for Hart's upcoming Board Orientation. Bremer shared that the policies included in the October 2022 Board Packet were reviewed by the Governance Committee. Additionally, Bremer noted that the Governance Committee will be working on the annual review of Board Bylaws in November.
2. Bremer shared that she will communicate with Board Members in advance of the November board meeting to ask for feedback related to the 2023 Officer slate.
3. Chair Williams reminded Board Members that the Officer slate will be presented at the November meeting, with the vote to occur at the December meeting, and the elected Officers taking position on January 1.
4. Vice Chair Singler reminded Board Members that all four Governor-appointed seats are up for renewal. Affected Board Members were encouraged to submit their application if reapplying for their current position, or encourage others to apply for the open seat(s) within the next month or two.

#### 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 October but will resume meeting in November to complete a final wrap up report to be presented to the full Board.
2. L. Mullen reminded Board Members to fill out the guest experience survey after attending events at the DECC.

## OLD BUSINESS

No old business was discussed.

## NEW BUSINESS

Bremer introduced the five governance policies as included in the October 2022 Board Packet: Donation Requests, Check Issuance and Signature, Contract Authorization and Signature, Board Communications, and Whistleblower.

The Board reviewed and discussed each policy as included in the packet. The Board determined additional updates were needed regarding the Check Issuance and Signature policy.

MOTION to approve the following policies: Donation Requests, Contract Authorization and Signature, Board Communications, and Whistleblower requested by Chair Williams; motion made by Secretary & Treasurer Baumgartner and seconded by Vice Chair Singler. Motion unanimously carried.

## OTHER

No other business was discussed.

## ADJOURNMENT

Chair Williams requested a motion to adjourn. The meeting adjourned at 1:00 PM.

## UPCOMING MEETINGS

The next regular meeting will be held November 17, 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