



DECC AUTHORITY BOARD OF DIRECTORS REGULAR MEETING

February 23, 2023, Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Thursday, February 23, 2023, via Zoom. Chair Peter Singler called the meeting to order at 11:32 AM. A quorum of directors was present.

BOARD MEMBERS PRESENT

Chair Peter Singler
Vice Chair Martha Bremer
Secretary & Treasurer Laura Mullen
Lynne Williams
Matt Baumgartner
Bill Nelson
Carrie Heffernan
Tony Sertich
Jason Vincent
Pat Mullen
Mary Finnegan

BOARD MEMBERS ABSENT

None

DECC STAFF PRESENT

Dan Hartman
Jason Reid
Ronni Murphy

OTHERS PRESENT

None

PUBLIC OPEN COMMENT PERIOD

Chair Singler asked for a raised hand signaling a request for open comment, no members of the public were present.

APPROVAL OF CONSENT AGENDA

Chair Singler reviewed the consent agenda. The consent agenda included the meeting agenda, meeting minutes from the regular meeting on January 26, 2023, and finance statements for January 2023. MOTION to approve the consent agenda requested by Chair Singler; motion made by Nelson and seconded by P. Mullen. Motion unanimously carried.

Secretary & Treasurer L. Mullen arrived at 11:34 AM

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. Policies & Procedures:** Hartman shared several updates related to policies and procedures.

Hartman provided an update related to security and line management. Hartman is planning to add additional guest services staff to manage line traffic from the rear of the line.

Williams arrived at 11:39 AM

Heffernan arrived at 11:40 AM

Hartman is researching options to provide additional training to security staff to ensure timely and thorough security checks for events.

Vincent arrived at 11:44 AM

Hartman is working with the events team to redesign the VIP area for Bayfront events with increased security in mind.

Hartman shared that a guest experience survey is now sent out consistently after events. The DECC continues to glean important information from the commentary provided via the survey.

Hartman reminded Board Members that the DECC is currently undergoing the annual audit. This process will likely take 1-3 months to complete.

Hartman shared that the DECC has created a parking calendar depicting low, moderate, and high parking volume days. Reference image displayed below.

- 2. Contract Management:** Hartman shared several updates related to contract management.

The DECC is working with legal counsel to create a standard lease agreement. Hartman expects to use the standard agreement for future long-term tenant agreements.

Hartman notified Board Members that the DECC is currently seeking proposals for a food and beverage point of sale system as the current system will be at end of life and end of support by December 2023.

- 3. Community Connection:** Hartman provided several updates related to community connection.

Hartman noted that Big Movies at the DECC is complete. Hartman shared that attendance for the events was lower than expected, but attendees reported that they enjoyed the experience and the space.

Hartman shared that the DECC has created a standardized entertainment template to announce events and for use on social media. The template should help with consistent brand identification, and prominently displays the DECC logo and brand colors.

Hartman shared updates regarding the DECC's social media performance: in the last 28 days Facebook reported a 547,591 reach and Instagram reported a 41,411 reach. The DECC has published 343 posts on Facebook in the last 28 days.

Hartman shared an update on the DECC's media snapshot. Earned media 8.4 million and DECC in media 120 million.

4. Economic Impact: Hartman provided several updates related to economic impact.

Hartman shared that the DECC is consistently tracking actual attendance for events. Cumulative attendance in 2023 is 57,595 as of today. Hartman noted that Minneapolis Convention Center appears to have comparable annual cumulative attendance rates with published data showing MSP at 484,000 and the DECC's current rough estimate of 400,000 in annual attendance.

Hartman shared an update related to the recent Old Dominion show at the DECC. The show was well attended, and the band took time to enjoy Duluth, including a visit to the Curling Club. Hartman noted that Duluth's appeal provides additional incentives for acts to make Duluth part of their tour route.

Hartman provided a cruising update. Reid is creating a separate line in the DECC's financial statement to reflect cruising. All DECC cruising costs are reimbursed by fees from cruising. Hartman and Chair Singler will be attending a cruising conference in the coming weeks to learn more about cruising.

Hartman noted that the economic impact calculator is in the works and is still progressing.

5. Capital Planning: Hartman provided several updates related to capital planning.

Hartman continues to work with an interior designer to create drafts of updates to Symphony Hall.

Hartman shared an update related to bonding. The DECC is currently in the drafted DFL bill for 5 million dollars. Hartman expects the bill may be finalized in May. Hartman met with LHB to discuss a Feasibility Study vs. a Master Plan for the DECC. LHB suggested a feasibility study would be more practical at this time due to the DECC's current capital project timelines.

Hartman noted that congressionally directed spending, or “federal earmarks” have become available. The DECC intends to apply for funding in 2023.

COMMITTEE REPORTS

Executive

1. Chair Singler provided an update on behalf of the Executive Committee. Chair Singler noted that the March Regular Board Meeting will be converted to a virtual meeting.
2. Chair Singler noted that the Committee discussed cruising and supports Hartman’s intention to continue to evaluate cruising’s impacts on the DECC with the understanding that Hartman should not be the primary point of contact for Duluth cruising.
3. Chair Singler noted that Baumgartner had received feedback from a private business regarding the creation of the Cider North event. Hartman confirmed that the goal of the DECC is to have more events and create economic impact. The DECC takes a three-layered approach to events: first, the DECC looks to see if a promotor will host an event; second, the DECC looks to see if a promotor will co-promote an event; third, if there are no external promotors, the DECC will host/promote the event. The Board discussed the feedback and the DECC’s role in relation to event hosting, event creation, and event promotion.
4. Chair Singler noted that Hartman continues to work on Naming Rights and has packages in the works for review by potential clients.

Finance

1. Reid and Secretary & Treasurer L. Mullen provided an update on behalf of the Finance Committee.
2. Reid reviewed items of note from the January 2023 finance statement. Reid shared that parking revenue was lower than expected in January. Parking is challenging to budget as it is impacted by many variables: how the UMD hockey teams are doing, leakage to other parking areas, etc.
3. Reid noted that labor costs were also higher in January due to clean up and building maintenance projects. Administrative costs were high due to the renewal of licensure for software and renewal of multiple subscriptions. Additionally, the DECC has continued work with Citon on several IT-related projects.
4. Reid noted the DECC is currently revamping the purchase order form to include a section for whether the purchase is a budgeted purchase or not.
5. Reid shared that the tourism tax is up an estimated 15% over budget, resulting in the DECC’s carry over/pooled account having a balance of 3.1 million dollars.
6. Board Members discussed the financials in relation to Reid’s updates. The Board suggested Reid research potential benchmarks to compare to other similar venues.

Hartman noted benchmarks or best practices may be challenging due to the DECC's unique ten venue status. Finnegan requested that Hartman share a copy of the updated organizational chart at the next meeting. Williams reminded Board Members that the board calendar has a placeholder for bi-annual organizational chart review.

Governance

1. Vincent provided an update on behalf of the Governance Committee. The Committee did not meet and is currently in the process of setting up a meeting for March.
2. Vincent noted there are currently four open appointments for the Governor-appointed seats on the Board, and eight active applications.

Ad Hoc Parking Committee

1. Nelson provided an update on behalf of the Ad Hoc Parking Committee. Nelson has been selected as Chair of the Committee, and the Committee will meet in March.

OLD BUSINESS

No Old Business was discussed.

NEW BUSINESS

MOTION to move to a closed session pursuant to section 13D.05, subdivision 3(a) to evaluate the performance of an individual who is subject to the public body: Executive Director Hartman, requested by Chair Singler at 12:31 PM. Motion made by Baumgartner and seconded by Sertich. Motioned carried unanimously.

Hartman and Reid departed at 12:32 PM

MOTION to move to move to an open session requested by Chair Singler at 12:57 PM. Motion made by Finnegan and seconded by Secretary & Treasurer L. Mullen. Motion carried unanimously.

Hartman and Reid returned at 12:58 PM

Chair Singler introduced the topic of potential THC beverage sales at the DECC. Secretary & Treasurer L. Mullen and Finnegan both announced a potential conflict of interest and abstained from discussion.

The Board discussed THC beverages. Board Members noted that THC beverages provide a legal, quality consumer experience and that THC beverages are an alcohol alternative. Board Members noted an a la carte, per event basis, may be needed for THC beverage sales. Hartman shared that the DECC intends to explore and possibly pursue an a la carte model for THC beverage sales.

OTHER

No other business was discussed.

ADJOURNMENT

Chair Singler requested a motion to adjourn. The meeting adjourned at 1:04 PM.

UPCOMING MEETINGS

The next regular meeting will be held March 30, 2023, location to be determined.

Parking Calendar:

PARKING CALENDAR

FEBRUARY 2023

For a complete list of events, please visit [DECC.org/events-calendar](https://decc.org/events-calendar)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 ALL DAY	2 O 5P - 7P	3 O 5P - 8P	4 O 5P - 7:30P
5 ALL DAY	6 ALL DAY	7 ALL DAY	8 ALL DAY	9 O 5P - 7P	10 ALL DAY	11 O 5P - 7P
12 ALL DAY	13 ALL DAY	14 ALL DAY	15 ALL DAY	16 O 4P - 7P	17 O 3P - 8P	18 O 11A - 4P 5P - 8P
19 O 11A - 2P	20 ALL DAY	21 ALL DAY	22 ALL DAY	23 O 5P - 7P	24 O 5P - 7P	25 O 9A - 11A 5P - 7P
26 ALL DAY	27 ALL DAY	28 ALL DAY				

P **PRIVATE EVENT(S)**

O **EVENT(S) OPEN TO PUBLIC**
Public events may require entry fees or advanced ticket purchases.

NO WAIT

SLIGHT WAIT

MODERATE WAIT

EXPECT LINES | EXTENDED WAIT
It is highly recommended to park in ramps on the other side of I-35. Ramps like DTA, Wells Fargo, and the lot near The Depot.

Submitted by:

Peter Singler, Chair

Laura Mullen, Secretary & Treasurer

Date

Date