



Duluth Entertainment Convention Center

DECC AUTHORITY BOARD OF DIRECTORS REGULAR MEETING

January 26, 2023, Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Thursday, January 26, 2023, in Harbor Side Convention Center - Room 202. The meeting was moved to a different room location to support DECC operations. Chair Peter Singler called the meeting to order at 11:31 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
Lucie Amundsen
Ronni Murphy

OTHERS PRESENT

Brent Malvick, Hanft Fride
Media

PUBLIC OPEN COMMENT PERIOD

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

APPROVAL OF CONSENT AGENDA

Chair Singler reviewed the consent agenda. The consent agenda included the meeting agenda, meeting minutes from the regular meeting on December 15, 2022, and finance

statements for November 2022 and December 2022. MOTION to approve the consent agenda requested by Chair Singler; motion made by Nelson and seconded by Baumgartner. Motion unanimously carried.

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 a short “year-end” video that summarized DECC accomplishments in 2022.
2. **Policies & Procedures:** Hartman shared updates regarding the DECC’s organizational chart. Mary Sullivan’s job title has been adjusted to Director of Events. Sullivan now supervises event planning and the entertainment team. This change was inspired by the similarity and overlap in job duties in both departments and will streamline the planning and coordination portions of DECC activities.
3. **Contract Management:** The DECC is in the process of outlining a formal written agreement with Citon. The lack of formal written agreement for services has been an audit comment for a number of years. The DECC is asking for a three year managed services agreement.
4. **Community Connection:** Hartman provided several updates related to community connection.

Hartman noted that the last Sunrise Coffee occurred today. Sunrise Coffee was well attended and received positive feedback.

Hartman reminded Board Members that the Big Movies at the DECC begins in February. The Big Movies events are free to attend, and Hartman is expecting higher volumes of attendance at these events.

Finnegan arrived at 11:38 AM

Williams arrived at 11:38 AM

Hartman shared a cruising update with the group. The Viking ships are repaired, and cruising is expected to occur in 2023. The City of Duluth and Port Authority are looking into funding options to cover the additional expected cruising costs. Hartman noted that DECC Board Resolution 02-21, regarding the cruise ship facility project, stipulates that the DECC shall not provide financial contributions to the cruise ship project.

Hartman shared data provided by the Great Lakes Cruising Coalition with the Board. Hartman noted that the cruising coalition is utilizing Duluth-based images such as the Aerial Lift Bridge on national and international marketing campaigns.

Hartman shared updates regarding the DECC's social media performance: in the last 28 days Facebook reported a 547,347 reach and Instagram reported a 32,794 reach. The DECC has published 344 posts on Facebook in the last 28 days.

Hartman shared an update on the DECC's media snapshot. Earned media 5.02 million and DECC in media 135.5 million. Both the local election coverage and UMD Bulldogs aided the incidental DECC in media snapshot.

Hartman shared the recently created DECC attendance tracker with the Board. Staff estimate 19,911 cumulative attendance at the DECC in 2023 so far. The tracker calculates cumulative attendance and attendance by category: sports, local & public meetings, festivals and cultural events, and meetings. The categories chosen were defined by Destinations International, and should align with the categories chosen for the economic impact calculator that is being created for the DECC's use.

Heffernan arrived at 11:48 AM

5. Economic Impact: Hartman provided an update related to economic impact.

Hartman noted that UMD is continuing work on the economic impact calculator that will be used by the DECC. Hartman expects the calculator will include the four event categories used by Destinations International: meetings, sports, festivals and cultural events, local and public events.

Hartman recapped the DECC's first Cider North event. The event sold out and was well received. Hartman extended a note of gratitude for DECC intern Olivia, whom completed the bulk of the event planning and coordination for this event. Hartman and team issued a post-event survey and gleaned the following lessons: guests would appreciate more drink options, more bartenders to decrease wait times for serving, and more contest signage.

Amundsen arrived at 11:53 AM

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

Hartman shared that he has met with an interior designer regarding DECC spaces.

Hartman projects that there may be updates to bonding as early as this spring.

Hartman discussed the elements of a feasibility study vs. a master plan. The Board discussed the Master Plan concept.

COMMITTEE REPORTS

Executive

1. Chair Singler provided an update on behalf of the Executive Committee. Chair Singler noted that the February Regular Board Meeting will be converted to a virtual meeting.

2. Chair Singler shared that he and Vice Chair Bremer are creating the performance evaluation form for Executive Director Hartman's 2022 performance evaluation. Board Members will receive an update via email with instructions for completing the evaluation. The evaluation will span from January 1, 2022, to December 31, 2022.
3. Chair Singler reviewed the Board's current committee structure, and introduced the limited-term Ad Hoc Parking Committee for 2023. Chair Singler asked Board Members to fill out the sheet contained within the supplemental materials for the Regular Board Meeting and indicate their preferred committee assignment(s). The Executive Committee will use this information to guide the committee selection process for 2023. Board Members can expect an email update with committee assignments in advance of the February meeting.

Finance

1. Hartman and Secretary & Treasurer L. Mullen provided an update on behalf of the Finance Committee.
2. The DECC ended 2022 with \$664,390 net profit, pending potential adjustments. Hartman noted that Tourism taxes are up in Duluth an estimated 15.2%, this will likely result in increased funding for the DECC.
3. Secretary & Treasurer L. Mullen shared that Finance Director Reid is creating a simplified finance summary to share with the Board at a future meeting.

Governance

1. Chair Singler noted that the Governance Committee did not meet in January and will resume meeting when committee assignments are handed out. Chair Singler has assigned Vincent as Governance Committee Chair for 2023.

NEW BUSINESS

MOTION to move to a closed session pursuant to section 13D.05, subdivision 3(b) to discuss attorney-client privileged matters in relation to the July 2021 ammonia leak and related Environment Protection Agency (EPA) compliance and enforcement efforts requested by Chair Singler at 12:20 PM; motion made by P. Mullen and seconded by Vice Chair Bremer. Motion carried unanimously.

Media departed at 12:21 PM

MOTION to move to an open session requested by Chair Singler at 12:52 PM; motion made by Sertich and seconded by Williams. Motion carried unanimously.

Media returned at 12:53 PM

MOTION to authorize Executive Director Hartman to negotiate a standard settlement agreement with the Environmental Protection Agency (EPA) in relation to the July 2021 ammonia leak and EPA reporting requirements made by Baumgartner and seconded by Vincent. Motion carried unanimously.

OLD BUSINESS

Chair Singler reminded Board Members that Executive Director Hartman received Board approval for a salary increase of six percent (6%) in June of 2022. At the July 2022 Regular Board Meeting, Hartman asked for his salary increase to be deferred. The Board approved the deferral of Hartman's salary increase to January 2023.

Hartman departed at 12:57 PM

Amundsen departed at 12:57 PM

The Board discussed Executive Director compensation in relation to Hartman's current salary.

MOTION to reinstate Hartman's six percent (6%) salary increase, retroactive to the first full pay period of June 2022 requested by Chair Singler; motion made by Baumgartner and seconded by P. Mullen. Motion unanimously carried.

Hartman returned at 1:01 PM

Amundsen returned at 1:01 PM

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 February 23, 2023, location to be determined.

Submitted by:

Peter Singler, Chair

Laura Mullen, Secretary & Treasurer

Date

Date