



DECC AUTHORITY BOARD OF DIRECTORS REGULAR MEETING

December 14, 2023, Meeting Minutes

CALL TO ORDER

A Regular Board Meeting was held Thursday, December 14, 2023, in the Senator Sam Solon Board Room. Chair Peter Singler called the meeting to order at 4:00 PM. A quorum of directors was present.

BOARD MEMBERS PRESENT

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

BOARD MEMBERS ABSENT

Mary Finnegan
Zack Filipovich

DECC STAFF PRESENT

Dan Hartman
Amanda Denton
Ronni Murphy

OTHERS PRESENT

Media

PUBLIC OPEN COMMENT PERIOD

No members of the public signed up for comment.

AMENDMENT TO AGENDA

MOTION to amend the November 9, 2023 Regular Meeting Minutes to reflect Board Member Mary Finnegan as absent requested by Chair Singler. Motion made by Sertich and seconded by Nelson. Motion unanimously carried.

APPROVAL OF CONSENT AGENDA

Chair Singler reviewed the consent agenda. The consent agenda included the meeting agenda; Regular Board Meeting Minutes from November 9, 2023 as amended; and finance statements for October 2023. MOTION to approve the consent agenda requested by Chair Singler; motion made by P. Mullen and seconded by Vincent. Motion unanimously carried.

Williams arrived at 4:02 PM.

EXECUTIVE DIRECTOR REPORT

Executive Director Hartman provided a brief update on DECC operations.

- 1. Policy & Procedure:** Hartman provided an update on recent policy/procedure work at the DECC. The Employee Wellness Program has been reviewed by the Governance Committee and is included in the board packet.
- 2. Contract Management:** Hartman noted the Minnesota Slip Bridge agreement for 2024 has been signed. The agreement had minimal updates and includes a slight rate increase.

Bremer arrived at 4:04 PM.

- 3. Community Connection:** Hartman provided an update regarding community connection. Hartman shared a graphic depicting Facebook and Instagram reach in October, November, and December. The most recent Facebook reach is 434,858 and Instagram is 8,350. Hartman noted there is a significant decrease in reach after MEA weekend as leisure travel decreases. Hartman shared a graphic depicting Facebook page likes and posts for December compared to other similar entities. The DECC published 168 posts and had an increase of 377 page likes. For comparison The Sandford Center published 61 posts and had an increase of 48 page likes and the Mayo Civic Center published 27 posts with an increase of 76 page likes.
- 4. Economic Impact:** Hartman shared several updates related to economic impact.

Hartman noted that the Winter Village was successful again this year with an estimated 25,000 attendees and \$65,000 in net profit. Hartman shared several pictures of the event noting the VIP experience was not as successful as expected and that the DECC will need to continue to innovate and bring new experiences to draw visitors in.

Hartman plans to explore opportunities to bring in a Makers Market in 2024 during Bentleyville as a way to connect local events and encourage visitors to visit the DECC. The Makers market would be hosted in the DECC concourse and could also include a hot cocoa bar and other offerings for visitors to enjoy.

Hartman noted the DECC was in the midst of a busy event week including Jerry Seinfeld, Mannheim Steamroller, and Stars on Ice in addition to several other events.

Hartman shared that Bentleyville parking at the DECC has been high volume and financially advantageous. However, the high volume of Bentleyville parking does

make parking at the DECC challenging on dates with overlapping events. Due to this, the DECC worked with a local company to have their guests park in Pioneer Hall during their recent event to ensure they would have parking. Williams shared a note of appreciation of the DECC team's creative approach to solving the client parking dilemma.

- 5. Capital Investment:** Hartman shared an update related to the seawall construction project. Pre-design is currently in process for 2023-2024 and the current expected project completion date is 2025.

Hartman closed by re-sharing his fall/winter goals for the DECC team: match staffing to budget goals; continued convention sales; team 2024 goal setting; better communicate November/December parking challenges at the DECC; and create a better communication strategy with the public on DECC happenings. Hartman noted that the staff goal setting meeting was successful and the DECC team has been developing and sharing communications related to happenings at the DECC (i.e., communicating about December parking challenges).

COMMITTEE REPORTS

Strategy

1. Chair Singler provided an update on behalf of the Strategy Committee. The Committee reviewed general operations, prepared for the 2024 DECC budget presentation to City Council, and discussed the 2024 meeting schedule.
2. Chair Singler noted the budget presentation to the City Council went well and City Councilors asked thoughtful questions.

Finance

1. Secretary & Treasurer L. Mullen provided an update on behalf of the Finance Committee. The Committee reviewed and reviewed the 2024 operating budget again and discussed October financials.
2. Finance Director Denton provided an in depth review of October financials. Denton noted there were six conferences, six hockey events, and several other events at the DECC. The Upper Lakes food show was budgeted to occur in October and occurred in November, this impacted October financials. The Haunted Ship sold merchandise in much higher quantity than budgeted for, resulting in increased revenues for the Irvin. Ticketing booked more entertainment than budgeted, resulting in higher profits for this department as well. Parking during the busy month resulted in profits for the parking department in October. In September there was a year-to-date net loss of \$1.3 million, in October year-to-date net loss is now \$851,000. In summary, the DECC made \$449,000 in profit in October.

Vincent departed at 4:15 PM.

Ad Hoc Parking

1. Nelson provided an update on behalf of the Ad Hoc Parking Committee. The Committee will meet in December to summarize discussions and findings and present a summary and recommendation to the Board in 2024.

Governance

1. Sertich provided an update on behalf of the Governance Committee. The City Council recently approved an appointment for the open Mayoral seat on the DECC Board. There have been no recent updates from the Governor's Officer regarding Gubernatorial appointments.
2. The Committee reviewed the Employee Recognition and Wellness Program. Sertich noted that the DECC has had a longstanding employee wellness program, but the auditor's office has requested that the DECC create a formal, written, board-approved policy for the program. Sertich noted the Governance Committee recommended the addition of "recognition" into the policy title as the program contains elements related to both wellness and recognition. Sertich shared that the Governance Committee recommended approval of the Employee Recognition and Wellness Program.

OLD BUSINESS

No Old Business was discussed.

NEW BUSINESS

Chair Singler announced the proposed 2024 Board Officer slate:

- Chair - Peter Singler
- Vice Chair - Laura Mullen
- Treasurer - Tony Sertich
- Secretary - Jason Vincent

Chair Singler reminded Board Members that the DECC Board Bylaws were updated to allow for a fourth Board Officer as a Secretary, separate from the Treasurer position. Chair Singler thanked Williams for her efforts in updating the Bylaws with this change.

MOTION to approve the 2024 Board Officer slate requested by Chair Singler. Motion made by Williams and seconded by Vice Chair Bremer. Motion unanimously carried.

Secretary & Treasurer L. Mullen introduced the 2024 Meeting Schedule to Board Members as included in the board packet. Secretary & Treasurer L. Mullen noted the proposed regular meeting time has been shifted to 12:00 PM to accommodate Board Member schedules. Additionally, the December meeting has been adjusted to the typically 1.5 hour timeframe rather than a 1 hour meeting. MOTION to approve the 2024 Meeting Schedule requested by Chair Singler. Motion made by Vice Chair Bremer and seconded by Williams.

OTHER

Chair Singler pivoted to discuss strategic planning. Chair Singler reminded Board Members of the five buckets included in the current strategic plan: economic impact, capital planning, community connection, policies & procedures, and contract management. The Board will

meet in January for the annual strategic planning session. At this time the Board will discuss the current plan and potential updates for 2024.

Hartman shared a presentation with the Board that outlined progress related to the current strategic plan in 2023. The Board discussed the DECC's challenges and accomplishments in 2023.

Chair Singler thanked Board Members for their service in 2023. Chair Singler thanked Williams for her leadership and contributions to the DECC. Hartman presented Williams with a print from Tin Cup Design to thank her for her service.

ADJOURNMENT

Chair Singler requested a motion to adjourn. The meeting adjourned at 4:49 PM.

UPCOMING MEETINGS

The next regular meeting will be held January, 25, 2024, location to be determined.

Submitted by:

Peter Singler, Chair

Laura Mullen, Secretary & Treasurer

Date

Date