

## ARENA CONVENTION/ENTERTAINMENT BOARD MEETING MINUTES

March 25, 2009

8:00 am

Members Present: Kevin Garry, Teri Ellis-Schmidt, Jan Grunewaldt, and Lee Otis

Members Absent: Susan Scott, Mike Begeman and Mike Luce

Guests/Staff: Russ DeCurtins (SMG), Terry Torkildson (SMG), Lori Schnell (SMG - Arena), Scott Kavanaugh (Convention Center), Krista Orsack (Convention Center), Mike Cooper (City of Sioux Falls) and Ryan Rickert (Storm)

1. Scott Kavanaugh introduced Krista Orsack who is the new Director of Marketing and Sales for the Convention Center.
2. Approval of Last Meeting Minutes
3. A motion was made by Lee Otis and seconded by Teri Ellis-Schmidt to approve the minutes of January 28 and February 25, 2009. Yeses, Kevin Garry, Teri Ellis-Schmidt, Jan Grunewaldt, and Lee Otis, 4, Noes, none.
4. Additions/Deletions to Agenda  
No additions or deletions.
5. Unfinished Business
  - A. Event Updates
    1. Arena (Russ DeCurtins)  
The Board received a listing of the upcoming events for the Arena, which includes Skyforce on March 27, 28, April 4 & 11, Stampede on March 25 and April 3, Alan Jackson on March 26, Harlem Globetrotters on April 6, Shrine Circus on April 23-26 and Daniel O'Donnell on August 22. Orpheum Theater events include the Blue Note Records 70<sup>th</sup> Anniversary on March 25 and SECT "Chicago" on May 1, 2, 3, 8, 9, 10, 15, 16 & 17.
  - B. Event Updates
    2. Convention Center (Ali Brackett)  
The Board received a listing of the upcoming events for the Convention Center which include the Saturday for Me on March 28, Taste of Elegance on March 29, Central Plains Dairy Expo on March 31 – April 2, ETC for Her Women's Expo on April 4, South Dakota Sports Hall of Fame on April 4, Lion's Club Pancake Breakfast on April 20-22 and National Multiple Sclerosis Walk on April 25.
  - C. Financial Report (Scott Kavanaugh)
    1. Convention Center Financial Report (Scott Kavanaugh)  
The Board was presented with the Convention Center budget that is actual through February.
    2. Arena (Russ DeCurtins)  
The Board was presented with the Arena budget that is actual through February.

5. New Business

2009 Storm Football (Ryan Rickert)

Ryan Rickert updated the Board on the 2009 Storm Football season. This will be the Storm's 10<sup>th</sup> year. They have 3,900 season ticket holders. They are expecting to sell out their home opener game on March 29. They have seven home games. Their ticket prices are remaining the same as last year.

City Report (Mike Cooper)

Mike Cooper stated that Jan Grunewaldt's appointment term to the Board ends in May and a new appointment will be approved by the City Council in May.

At the April meeting Mike Cooper will discuss the Board Attendance Policy, 2010 Budget update, Room Tax, Management Proposal and the Task Force. Mike requested that Scott Kavanaugh bring an update on the Convention Center Photo Art Sponsorship project to the April meeting.

CVB (Teri Ellis-Schmidt)

May 21 is the Annual CVB Luncheon at the Convention Center. Dr. Peter Tarlo will be the guest speaker discussing Economic Development, Tourism and Homeland Security. Everyone will receive an invitation soon. The new Visitor's Guides are out. Room tax is down 17%. They are working on a Motel Tax plan.

6. Behind the Scenes

Arena

Russ DeCurtins informed the Board that the Summit League Tournament sold over 36,000 tickets for the 4 day event. Rent, tickets, equipment rentals and food and beverage sales add up to a profit of about \$100,000. That does not include almost \$40,000 in sales taxes for the City and State. The Sports Authority has contracted with the Arena for the 2010 tournament. Sioux Falls got valuable exposure from ESPN's TV coverage of the men's championship game.

7. Adjournment

A motion was made by Teri Ellis-Schmidt and seconded by Kevin Garry to adjourn the meeting. Yeses, Kevin Garry, Teri Ellis-Schmidt, Jan Grunewaldt, and Lee Otis, 4, Noes, none.

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Recording Secretary

CC: Board Members  
Sioux Falls Mayor  
City Council Members  
Argus Leader