



PEORIA CIVIC CENTER®

PEORIA CIVIC CENTER AUTHORITY
Minutes of April 27, 2017
Meeting FY17 No. 8

Chairman Manning called the regular meeting of the Peoria Civic Center Authority to order at 4:00 p.m., Thursday, April 27, 2017 at the Peoria Civic Center in the Lexus Club Room.

VOTING AUTHORITY MEMBERS PRESENT:

Commissioner Matthew Bartolo
Commissioner Pratima Gandhi
Commissioner Yvonne Greer-Batton
Commissioner Joseph Dalfonso
Chairman Bob Manning

VOTING AUTHORITY MEMBERS ABSENT:

Commissioner Paul DiGiallonardo
Commissioner Sylvia Hasinger

NON-VOTING AUTHORITY MEMBERS PRESENT:

Commissioner Sid Ruckriegel

NON-VOTING AUTHORITY MEMBERS ABSENT:

Commissioner Jason Stringer
Commissioner Don Welch
Commissioner James Lynch
Commissioner Laith AlKhafaji

SMG/PCC STAFF PRESENT:

Anne Clayton, General Manager
Will Kenney, Director of Operations
Megan Pedigo, Senior Marketing Manager
Danette Snopek, Director of Finance
Andrew VanDeweghe, Director of Food & Beverage
Jess McMullin, Director of Sales & Marketing
Ben Holeton, Booking Manager
Sarah Luthy, Senior Catering Manager
Erin Schaefer, Senior Sales Manager
Beau Sutherland, Business Development Manager

OTHERS IN ATTENDANCE:

Dave Stuckel, PCCA Legal Counsel
Cara Allen, PACVB
Thomas Bruch, Peoria Journal Star

Chairman Manning called the meeting to order at 4:00 pm. He requested that a roll call be taken. Quorum present.

Chairman Manning requested a motion to approve the minutes of the March 23, 2017 PCCA meeting.

Motion to Approve Meeting Minutes of March 23, 2017 Meeting:

Moved: Commissioner Greer-Batton. Seconded: Commissioner Bartolo. Passed unanimously by voice vote.

General Manager Report:

General Manager Anne Clayton reported that March was the busiest month of the fiscal year with 74 event days and 109,164 patrons. The weekend of March 24-26 alone encompassed over 32,000 attendees. March also wrapped up the highly successful 2016-2017 Ameren Illinois Broadway Theater Series, with 42,000 patrons in attendance. The 2017-2018 Broadway Theater Series was announced in April with a strong line up of Motown the Musical, Dirty Dancing, The Sound of Music, and The Wizard of Oz. A newly-created VIP lounge for Broadway season ticket holders will offer a cash bar, coffee and cookies. Marketing staff will also be present in the VIP Lounge to interact and answer any questions. The Peoria Civic Center partnered with the Crittenton Centers during April for Child Abuse Prevention month and the Fill the Crib initiative. Staff got involved by participating in casual dress days in exchange for a donated item.

SAVOR Report:

Director of Food & Beverage Andrew VanDeweghe reported that SAVOR continued to do well with 72% of revenue from concessions and 28% from catering. SAVOR again partnered with IHSA this year with the sale of March Madness souvenir cups. This was a refillable cup that helped to brand the tournaments. Senior Banquet Manager Selena Thompson began employment on March 27.

Operations Report:

Director of Operations Will Kenney reported that March was a busy month for the operations and maintenance departments. The LED lighting upgrades in Exhibit Halls A-C were completed with savings in energy use already evident. The annual inspections have begun with the fire marshal and insurance company. The preventive maintenance inspections are in full swing as well.

Marketing Report:

Senior Marketing Manager Megan Pedigo explained how demographics are received on ticket sales. Ticketmaster information is only available through credit card sales. Ticketmaster has now started to automatically generate a Facebook event when a Peoria Civic Center event is announced. Patrons are then linked directly to the option to purchase tickets to the event.

Sales and Booking Report:

Director of Sales and Marketing Jess McMullin reported 55 leads generated and 20 signed contracts in March. A Summer Perks promotion was created and bookings for holiday parties have begun. The Sales department conducted a team workshop in which Erin Schaefer shared her knowledge from her recent SMG Advanced Selling course in Charleston, SC. The May issue of iBi magazine will publish an article about the keys to a successful fundraising event, featuring non-profit organizations that host their events at the Peoria Civic Center. Continuing the Peoria Civic Center's community involvement initiative, a partnership is in the works with the Center for Prevention of Abuse to assist with their annual duck race.

Sales and Booking Report (cont.):

Booking Manager Ben Holeton reported that the June theater shows David Blaine and #IMOMSOHARD are selling well. Two more theater events will be announced shortly, one for July and one for October.

Sales and Marketing Committee:

Chairman Dalfonso reported that the committee met and staff has done a great job meeting goals. Brad Stegall will be joining the committee as a non-voting member. He brings his expertise in media and weddings. Staff is also working to maximize use of the Winterfest site and outdoor patio. The customer service score for March was 8.4.

Capital Committee:

Commissioner Bartolo reported that the Capital Committee did meet in the month of April. They had no projects to bring to the board.

Finance Committee:

Commissioner Gandhi reported that the Finance Committee met in April and turned the floor over to Director of Finance Danette Snopek. March financials consisted of 74 actual events versus 65 budgeted. Event income was over budget and indirect expenses were under budget resulting in an operating income of \$241,000 over budget. In the convention center, the RV Show exceeded budget by 1,600 attendees. The consumer show Jurassic Quest also exceeded budget. In the arena, the five performances of Disney on Ice resulted in 3,600 attendees over budget. The IHSA state basketball championships came in under budget by 5,000 attendees. In the theater, the Joe Bonamassa concert was rescheduled to August and Theresa Caputo was over budget with a near sold out show. The Broadway Theater Series performances Mamma Mia and Once exceeded budget. HRA was also over budget.

PAVCB:

The PACVB had a busy month of traveling. Cory Hatfield attended the National Association of Sports Commissions (NASC) show in Sacramento. The PACVB sales staff also conducted client visits in Springfield. Ads have been placed in magazines for small market planners and commercials are running. The Hearts at Home National Conference were very pleased with how the event was executed and liked the streetlamp banners.

Old Business: None

New Business:

Request for change of PCCA June meeting to June 29, 2017

Motion to approve date change: Motion to approve date change was made by Commissioner Bartolo and seconded by Commissioner Dalfonso. Chairman Manning called for a roll count vote. Motion passed unanimously.

Public Comment: None

Noting that there was no need for an Executive Session, Chairman Manning reminded everyone that the next PCCA meeting will be held May 25, 2017 in Lexus Club Room at 4:00 pm. A reminder will be sent out one week prior to the meeting.

Adjournment

Chairman Manning requested a motion to adjourn.

Motion to Adjourn: Moved by Commissioner Dalfonso . Seconded by Commissioner Greer-Batton. Passed unanimously by voice vote.

Meeting adjourned at 4:32 pm.