



PEORIA CIVIC CENTER®

PEORIA CIVIC CENTER AUTHORITY  
Minutes of July 27, 2017  
Meeting FY17 No. 11

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

VOTING AUTHORITY MEMBERS PRESENT:

**Commissioner Matthew Bartolo**  
**Commissioner Paul DiGiallonardo**  
**Commissioner Pratima Gandhi 4:51 p.m.**  
**Commissioner Yvonne Greer - Batton**  
**Commissioner Joseph Dalfonso**  
**Chairman Bob Manning**

VOTING AUTHORITY MEMBERS ABSENT

**Commissioner Sylvia Hasinger**

NON-VOTING AUTHORITY MEMBERS PRESENT:

**Commissioner Sid Ruckriegel**  
**Commissioner Don Welch**

NON-VOTING AUTHORITY MEMBERS ABSENT:

**Commissioner Jason Stringer**  
**Commissioner James Lynch**  
**Commissioner Laith AlKhafaji**

SMG/PCC STAFF PRESENT:

**Anne Clayton, General Manager**  
**Danette Snopek, Director of Finance**  
**Jess McMullin, Director of Sales & Marketing**  
**Megan Pedigo, Senior Marketing Manager**  
**Sarah Luthy, Senior Catering Manager**  
**CJ Goddard, Accounting Manager**  
**Erin Schaefer, Senior Sales Manager**  
**Josh Wright, Sales Manager**

OTHERS IN ATTENDANCE:

**Dave Stuckel, PCCA Legal Counsel**  
**Joni Staley, PACVB**  
**Thomas Bruch, PJS**  
**Michael Freiling, President/CEO - Downtown Development Corporation of Peoria**

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 July 12, 2017 PCCA meeting.

**Motion to Approve Meeting Minutes of July 12, 2017 Meeting:**

Moved: Commissioner DiGiallorardo. Seconded: Commissioner Dalfonso. Passed unanimously by voice vote.

**General Manager Report:**

General Manager Anne Clayton reported that the Peoria City Council passed the Special Use Amendment request for the Winterfest site. This will now allow landscaping upgrades to the outdoor space. The theater had a near sold out show of Dancing with the Stars on July 25th. The Deer & Turkey Expo is returning to Peoria this weekend.

**SAVOR Report:**

In the absence of Director of Food and Beverage Andrew VanDeweghe, Senior Catering Manager Sarah Luthy reported that June was a busy month for the catering department with 69% of total revenue generated from Great Rivers, Illinois Pupil Transportation, Illinois Fire Protection Districts and the Thomas Jefferson Banquet. The catering department received several congratulatory comments from clients on the food and service. Concessions generated 31% of the revenue including IMOMSOHARD, where specialty drinks were created and well-received. The Equipo Vision convention also contributed to June concessions.

**Operations Report:**

In the absence of Director of Operations Will Kenney, Anne Clayton reported that there were no patron or employee accidents for the month of June. Yearly inspections continued with all fire safety being completed. Staff completed CPR & AED training and work continues on capital projects and facility maintenance.

**Marketing Report:**

Senior Marketing Manager Megan Pedigo reported that Broadway season ticket sales are strong with a 74% retention rate post-Wicked, compared to a 66% retention the last time Wicked came to the PCC. This is attributed to the affordable season ticket pricing and the commercial show titles selected for the 17/18 season.

**Sales and Booking Report:**

Director of Sales and Marketing Jess McMullin reported 40 leads, 23 proposals and 15 contracts returned during June. Josh Wright, the new Convention Center Sales Manager was introduced. His focus will be partnering with local businesses. In June, the PCC hosted the Equipo Vision convention, a new client who was pleased with staff and the facility. The sales team is working to rebook for 2018. Work is being done with WEEK on commercials for marketing the facility on a local basis, specifically for weddings, holiday parties and local meetings. Sales and SAVOR are working together to create a comprehensive wedding package that will be rolled out this fall.

**Sales and Marketing Committee:**

Chairman Dalfonso reported that the committee had met. It was decided at the meeting that the strategic plan would be done on a yearly basis. With over 85 action items completed just this year alone, it is beneficial to keep it yearly. Commissioner Dalfonso turned the floor over to Megan Pedigo who reported that two customer surveys were returned in June. The customer service score for June was 9.7.

**Capital Committee:**

Commissioner Bartolo reported that the Capital Committee met and one proposal was presented for the Ballroom and Exhibition Hall Audio Upgrade in the amount of \$292,283.00 to Advanced Audio and Lighting. The Capital Committee made a recommendation to the board to move forward with this project.

**Motion to approve the recommendation of \$292,283.00 to Advanced Audio and Lighting:**

Motion was made by Commissioner Bartolo. Seconded by Commissioner Greer-Batton. Chairman Manning called for a roll call vote. Motion passed unanimously.

**Finance Committee:**

Commissioner DiGiallonardo reported that the committee had met and turned the floor over to Director of Finance Danette Snopek. She reported that June financials consisted of 35 events versus 34 budgeted. Event income and indirect expenses both came in under budget. In the Convention Center, six banquets occurred versus two budgeted. The Diocesan Summer Institute and Equipo Vision conventions were unbudgeted. In the Arena, the WWE Live event was budgeted in June, but occurred in April. In the Theater, David Blaine and #IMOMSOHARD were financially successful. Non-Operating income came in under budget.

**Presentation of FY18 Operating and Capital Budgets:**

General Manager, Anne Clayton presented the budget for FY18. The proposed FY18 Operating budget projects a 10% decline for operating revenues and a 1.4% increase for expenditures. Operating loss before depreciation has been budgeted approximately \$743,000 higher than FY17. The Convention Center is budgeted for a 1.6% increase over prior year, mainly targeting banquets and meetings for the increase. The Arena is budgeted for a strong entertainment year and a down concert year with no overall growth over prior year. The Theater's FY18 booking goals were increased in the concert and entertainment categories. The Broadway category includes commercially-strong titles for the upcoming season, but no multi-week major anchor such as Wicked in FY17. The difference year over year in this category is a \$562,000 decrease and fully accounts for the decrease in Theater business in total for FY18. Other Operating Revenues are projecting a 10% decline in advertising revenues for FY18. The budget for indirect expenses is just over \$6.584 million, which is an increase of \$93,000 versus FY17. The HRA subsidy to the Peoria Civic Center has been budgeted for a 18% decrease in the coming year. The FY18 Capital budget is listed at \$900,000.

Chairman Manning called for a motion to open the public hearing on the FY18 Budget.

**Motion to Open Public Hearing on FY18 Budget:**

Motion was made by Commissioner DiGiallonardo. Seconded by Commissioner Dalfonso. Motion passed unanimously by voice vote.

Chairman Manning asked for public comment from the floor. Seeing none, he called for a motion to close the public hearing.

**Motion to Close Public Hearing on FY18 Budget:**

Chairman Manning called for a motion to close the public hearing on the FY18 Budget. Motion was made by Commissioner Greer-Batton. Seconded by Commissioner Bartolo. Motion passed unanimously by voice vote.

**PAVCB:**

Commissioner Welch reported that Joni Staley has been promoted to Director of Sales. There were previous questions raised at the July 12th PCCA meeting about attendance and revenue numbers produced by the economic impact calculator. He explained that different types of events will produce a different economic impact based on projected hotel and spending revenues. The PCC and PACVB sales staffs attended the ISAE (Illinois Society of Association Executives) Summer Session, networking with meeting planners to bring meetings and conventions to the area.

**Old Business:** None

**New Business:**

**Michael Freilinger, President/CEO - Downtown Development Corporation of Peoria**

Mr. Freilinger gave a presentation on the proposed Special Service Area (SSA), which is a proposal to raise revenue through a taxing source within a specific area with the purpose of providing a heightened level of municipal services to the downtown. Members of the PCCA raised numerous questions about what the impact of increased sales and property taxes would have on downtown businesses and homeowners.

**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 August 24, 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 Greer-Batton. Seconded by Commissioner Gandhi. Passed unanimously by voice vote.

Meeting adjourned at 5:20 p.m.