



PEORIA CIVIC CENTER AUTHORITY  
Minutes of October 27, 2016  
Meeting FY17 No. 2

Chairman Manning called the regular meeting of the Peoria Civic Center Authority to order at 4:05 p.m., Thursday, October 27, 2016 at the Peoria Civic Center in the Lexus Club.

VOTING AUTHORITY MEMBERS PRESENT:

**Commissioner Paul DiGiallonardo**  
**Commissioner Pratima Gandhi**  
**Commissioner Yvonne Greer-Batton**  
**Chairman Bob Manning**

VOTING AUTHORITY MEMBERS ABSENT:

**Commissioner Matt Bartolo**  
**Commissioner Joseph Dalfonso**  
**Commissioner Sylvia Hasinger**

NON-VOTING AUTHORITY MEMBERS PRESENT:

**Commissioner Don Welch**

NON-VOTING AUTHORITY MEMBERS ABSENT:

**Commissioner James Lynch**  
**Commissioner Ryan Spain**  
**Commissioner Jason Stringer**

SMG/PCC STAFF PRESENT:

**Jason Bain, Operations Manager**  
**Ed Black, Assistant Operations Manager**  
**Anne Clayton, General Manager**  
**Amy Lacefield, Convention Sales Manager**  
**Will Kenney, Director of Operations**  
**Megan Pedigo, Senior Marketing Manager**  
**Danette Snopek, Director of Finance**  
**Andrew VanDeweghe, Director of Food & Beverage**  
**Clare Zell, Marketing Coordinator**

OTHERS IN ATTENDANCE:

**Cory Hatfield, PACVB**  
**Thomas Bruch, PJS**  
**Dave Stuckel, PCCA Legal Counsel**

Chairman Manning called the meeting to order at 4:05 pm. He requested that a roll call be taken. Quorum present.

Chairman Manning requested a motion to approve the minutes of the September 26, 2016 PCCA meeting.

**Motion to Approve Meeting Minutes of September 26, 2016 Meeting:**

Moved: Commissioner DiGiallonardo. Seconded: Commissioner Gandhi. Passed unanimously by voice vote.

**General Manager Report:**

General Manager Anne Clayton reported that Sales Assistant Carol Krumwiede recently had major health issues and Marketing Coordinator Clare Zell will fill in for her during this meeting. Senior Sales Manager Jo Stowell transferred to a SMG building in Salt Lake City for a new career opportunity. We thank her for her hard work in Peoria and wish her the best. This move was planned for in advance and all of Jo's clients have been smoothly transitioned to Sales Manager Erin Schaefer. Cumulus Media did not renew their arena suite for the upcoming year. Business Development Manager Beau Sutherland has presented the open suite opportunity to another large company. The first of sixteen Wicked performances opened in the theater on October 26<sup>th</sup> to glowing reviews. We recently announced the family show Daniel Tiger is coming to the theater in February. Extreme International Ice Racing in the arena in February is another new show that was announced. We are excited to offer these fun, affordable, and family-friendly events to the community.

**SAVOR Report:**

Director of Food & Beverage Andrew VanDeweghe reported that SAVOR had a strong month with 62% of sales going to concessions and 38% to catering. Feedback from clients continues to be very positive. The concessions per-caps for September arena concerts were strong and the pre-show parties continue to enhance the events and allow more opportunities for guests to see lower alcohol prices. The catering department operated individually-themed food booths that helped feed 10,000 patrons during the LTD Conference.

**Operations Report:**

Director of Operations Will Kenney introduced Operations Manager Jason Bain and Assistant Operations Manager Ed Black. Jason has been with the Peoria Civic Center for 11 years and takes care of the Peoria Rivermen, all building projects, the operations calendar, and many other miscellaneous duties. Ed manages housekeeping and maintenance and is the event manager for Bradley Basketball. The two coordinate schedules to orchestrate successful changeovers and cleanups and make sure enough staff, equipment, and furniture are available and used efficiently.

**Marketing Report:**

Senior Marketing Manager Megan Pedigo discussed a new process of reporting tickets sales via zip codes. This illustrates where our ticket sales come from geographically and reports the breakdown of where our patrons travel from. We look forward to seeing the breakdown for Wicked and all future shows. If a reported zip code is not regional, it is likely a scalper.

**Sales and Booking Report:**

Anne Clayton introduced Sales Manager Amy Lacefield. Amy has been with the Peoria Civic Center for four years in multiple areas including Event Manager, which gave her the experience to successfully sell the facility. Anne discussed a new unique sales approach that focuses on high-end wedding clients who prefer one point of contact. This method will offer a high level of customer service by allowing Amy to

not only book the event, but follow it through to final execution. New sales reports were produced for the first time in September for the convention center, theater and arena. These reports show prospected business, proposals sent, booked business, and lost business. This is an effort to continue to be transparent on the sales/booking processes and why business is lost.

**Sales and Marketing Committee:**

Megan Pedigo reported for Commissioner Dalfonso. Two surveys were received for the month of September, which are the first and only two included in FY17 ytd. There were two scores that were a bit lower due to accidental boxes being checked and equipment prices, but the client is happy overall and will be returning. In the last Sales and Marketing Committee meeting, the Peoria Civic Center ticketing policy was officially documented. This policy was included in the PCCA packet for reference.

**Capital Committee:**

Will Kenny reported for Commissioner Bartolo. He discussed a proposal that was presented at the Capital Committee meeting for a purchase of new audio equipment. This new equipment will enhance the sound in the theater but will also allow more flexibility for use in the arena or during multiple events at once. It will also eliminate the need to rent that equipment for each event. The Capital Committee made a recommendation to the board to move forward with this purchase with low bidder Advanced Audio for \$31,044.63.

**Motion to accept a bid of \$31,044.63 from Advanced Audio**

Moved by Commissioner Greer. Seconded: Commissioner DiGiallonardo. Chairman Manning called for a roll call vote. Motion passed unanimously.

**Finance Committee:**

Commissioner Gandhi reported that the Finance Committee met this month and the report was turned over to Director of Finance Danette Snopek for discussion. Thirty-five event days occurred versus a budget of forty-two and event income was under budget by \$10,600. Two meetings took place compared to a budget of six and nine banquets occurred with ten budgeted. The LTD Summit came in over budget, one budgeted convention did not occur, and the Blake Shelton concert exceeded budget. Luxury box income was under budget due to the open arena suite Anne Clayton referenced in her report. Indirect expenses consisted of wages/ benefits, electricity, and heating fuel being under budget. Under non-operating income, the City of Peoria reduced the HRA subsidy by \$40,040 to adjust for the overpayment that occurred from February through May. The final adjustment will take place in October financials.

**PAVCB:**

Commissioner Don Welch asked Cory Hatfield to report on the PACVB sales efforts. Cory noted that Connect Marketplace has shown a good return so far, with a potential site visit next week. Stemming from the LTD Conference, a group is looking at the Peoria Civic Center and hotel offerings from a package proposed to them. The PACVB sponsored the Illinois Society of Association Executives luncheon and is hosting a holiday client reception to show appreciation for their support. They are working on collecting accurate data from the hotels to make sure organizers get their room rate commissions from large events such as LTD. Commissioner Welch spoke for Cara Allen on the PACVB marketing efforts. He reported that a Winter Fun Pass is in process to promote family discounts on holiday events and attractions in Peoria that will be given out at PNC Winterfest. Another event that is in the works is called Go Fest. Go Fest is a summer event to promote all activities in the downtown Peoria area. A Comcast Blitz in the Chicago area is being planned to promote a weekend prize that includes a free stay in Peoria to attend special events. Commissioner Welch noted that he has been asked to serve on the ISAE board in 2017 and will assume that role in January.

**Old Business: None**

**New Business: None**

**Public Comment: None**

Noting that there was no need for an Executive Session, Chairman Manning reminded everyone the next PCCA meeting will be held December 1, 2016 in the Lexus Club at 4:00 pm. A reminder will be sent out one week prior to meeting.

Chairman Manning requested a motion to adjourn.

**Motion to Adjourn:**

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

Meeting adjourned at 4:33 pm.