



## AUTHORITY BOARD MEETING

**Date/Time:** Wednesday, November 15, 2017; 12:00 p.m.

**Location:** Coronado Performing Arts Center  
314 N. Main Street, Rockford, IL 61101

### MINUTES

**Board Members Present:** Craig Thomas      Tom Walsh  
John Phelps      Mike Dunn  
Rudy Valdez

**Board Members Absent:** Howie Heaton      Sunil Puri  
Marcus Hill, Sr.      Michael Schirger

**Others Present:** Alderman, Frank Beach  
Alderman, Chad Tuneburg

**Guests:** Beth Howard, Friends of the Coronado  
Lon Rosenberg; Regional VP, SMG  
Tony Cima; Senior VP of Operations, SMG

**Staff Present:** Troy Flynn; Executive Director, BMO Harris Bank Center  
Jollene Haney; Staff Accountant/RAVE Board Secretary/RAVE FOIA Officer, BMO Harris Bank Center  
Gretchen Gilmore; Director of Finance, BMO Harris Bank Center  
Mike Walsh; Director of Facilities, BMO Harris Bank Center  
Jena Keith; Director of Ticketing Services, BMO Harris Bank Center  
Kristen O'Halloran; Booking Manager, BMO Harris Bank Center

**Chairman Craig Thomas calls the meeting to order at 12:05 PM.**

**MINUTES** – The minutes from the October 25, 2017 meeting were reviewed and approved.

**MOTION:** *Motion to approve October 25, 2017 minutes made by Mike Dunn, second by Rudy Valdez. Motion passes unanimously.*

### COMMITTEE REPORTS

- **Finance** **Mr. Sunil Puri, Chair**

Craig Thomas defers to Treasurer's report.

- **Executive** **Mr. Craig Thomas, Chairman**

Craig Thomas thanks everyone that attended the presentation to the City Council and reports that it went very well. There were some very positive comments from the members. Mike Dunn reports some Aldermen spoke with him and complimented the presentation as well. Craig Thomas welcomes Lon Rosenberg and Tony Cima who are here visiting from SMG Corporate.

- **Coronado** **Mr. Craig Thomas, Chairman**

Craig Thomas reports he has had some follow up meetings with the Executive Committee of the Coronado, the Mayor, and Bobbie Holzwarth in regards to the MOU with FOC. Beth Howard reports the Outreach Program, Reach For The Stars, is February 6 and would love for members of the board to come out and see. Every seat is currently reserved for this event with the Yamato Drummers of Japan as the performers.

- **Program Advisory Group** **Mr. Michael Schirger, Chair**

Troy Flynn reports they are going back to the drawing board with coming up with grass roots programs that would fit in at the Coronado. There are some ideas that have been tossed around and they have identified some artists. They have started looking at dates and have set financials on what they would look like. These would be small scale performances on the stage playing to the back side of the stage. This is an attempt at possibly a subscriber series. They are looking at two specific artists for January and February and they are not main stream with low guarantees. They have local ties that should help. These will be low risk but will need more on the marketing side from us. Craig Thomas states this reverse stage concept is just a starting point to develop this niche to become a draw in and outside of our area to get in to full house Americana performances. Mike Dunn states as a reminder, when RAVE initially took over the Coronado it was discussed that the Coronado was being under-utilized. He feels that what is happening at the Coronado is an immense improvement and is moving in the right direction in regards to utilization and diversification. Troy Flynn reports they are at a point that they are talking costs but aren't at a point to release any names yet.

- **Capital Improvement** **Mr. John Phelps, Vice Chairman**

John Phelps reports he has a meeting next week and they still have a goal to have a report to the Board by the end of the year. This has become more politically sensitive with the issues with the boilers. Craig Thomas states that there were some comments by the Aldermen that they recognize the Coronado is a City building and their capital assets but we acknowledged we are responsible to manage it and be able to prepare the city for any costs.

- **TREASURER'S REPORT** **Mr. Sunil Puri, Chair**

Craig Thomas reports that the Auditor was unable to make it due to car trouble and will attempt to give their report at the December Board meeting. John Phelps reports they were able to go over the audit during the Finance Meeting and can report that we do have a clean report. Gretchen Gilmore reports October looks great compared to last October because last October we did not have much activity. This October we had WWE and Casting Crowns. YTD we are still favorable. We are off on our budget at this

time due to the IceHogs. Now that we have a quarter under our belt, we have started forecasting and we have a lot of progress to make up for IceHogs. Gretchen Gilmore presented the forecast to SMG already. Craig Thomas states he would like the Finance Committee to review the forecast to determine if it is necessary for us to revise our budget. Mike Dunn asks how our game dates are determined because it appears that we are not getting great dates. Troy Flynn explains that it is a long process where each team turns in the availability and the AHL breaks each calendar down. It is believed that bigger markets get more preference.

***MOTION: Motion to approve October 2017 financials made by John Phelps, second by Mike Dunn. Motion passes unanimously.***

## **GENERAL MANAGERS REPORT**

### **Mr. Troy Flynn**

*IceHogs Update:* Troy Flynn reports we received two “You Rock Awards;” one for the best sports team and the other for Best Venue for Coronado. We have also received an award from Swedish American for the roll the IceHogs Charity has played in the community. We will also be receiving an award from the Chamber of Commerce for our relationship with the business community. Over the course of the IceHogs program, we have donated over \$1.5 million to charities. One of the more recent contributions was for the Autism Program in Rockford that had lost their state funding. We were able to raise enough to keep them open. What we are able to accomplish on the charitable front resonates strong with our fans. We have had 9 event days from the 1<sup>st</sup> to the 15<sup>th</sup> this month and we still have 7 event days to close out the month. The IceHogs have a lot of positive things coming yet. At Pucks and Paws night we allowed some companion tickets for patrons to bring their dogs which resulted in a lot of media coverage. We did a Weiner Dog Race on social media that was picked up by Sports Illustrated, NHL, NHL on NBC, ESPY Nation, TSN, ESPN and the AHL. The franchise is not doing as bad as last year and we are 3<sup>rd</sup> in the Central Division. We still have a ways to go though. We have an AHL group ticket sales representative coming out tomorrow to look over how we can improve things. Having the 6 pm Saturday games has had a positive impact for our fans. It appears that people are receiving the marketing, it’s just getting them to follow through. We have sat down multiple times about the marketing plan into the suburbs. We have come up with a plan and know what that marketing will look like. Troy Flynn has talked with the Blackhawks to give them a heads up and it appears they have been receptive of our efforts. We introduced a third jersey this year and it has caused us to be 20% better than last year in jersey sales.

*Marketing Update/Events Update:* Troy Flynn reports the Turn-Key customer service questionnaire has shown we exceed our expectations and SMG standards at both BMO and Coronado. Tony Cima and Lon Rosenberg receive a report monthly from this survey and the Coronado is either an 8.9 or 9.0 out of 10 and the BMO is 8.4. Troy Flynn has used this survey to pass along the experience to educate City Officials about parking. Peppa Pig, Price Is Right Live, RSO, and Chonda Pierce were held last week. Monster Jam was the first weekend of the month and they had their highest gross ticket sales in the past 5 years even though they did not offer the kids ticket this year. In all of October we had close to 30,000 guests and in November we are looking at a little over 30,000. Kristen O’Halloran has the theater conference in New York next month and is working on bringing in a couple of new agents. In Operations, we have discussed the boilers. Three of the boilers have been scheduled to be replaced in December. Mike Walsh states we are currently running 100% clean water through the boilers and the City is adding another filtration

system. Park Avenue is under construction. We have an SMG gentlemen coming out next week to discuss some options for capital improvements and maintenance. We are focusing on a couple of repairs at the BMO including the exterior doors and a bit more work with the sprinklers. There was some damage from the Monster Trucks when one of the trucks went vertical. It took out a slab of concrete. Fortunately, the pipes underneath did not sustain any damage and we were able to get it fixed before the hockey game. This will be covered by the show. We are up in Corporate Partnerships on a cash basis 3.3% and we are ranked #9 in the AHL. John Phelps asks if we have received any follow up from the Blackhawks on appearances from players. Troy Flynn reports we have one confirmed for February for an autograph signing and we are working on another one closer to the front end of the season. Part of the tie in on the marketing is going to be talking about current Blackhawks and how they got their start with the IceHogs. They will be story board sessions in 30 second commercial format. Rudy Valdez asks if the boilers are going to be new or just fixed. Troy Flynn states that the City decided to replace the boilers rather than fix the heat exchangers. Rudy Valdez asks if anything has come from our letter in regards to the lot from the Hanley building and turning it into parking. Craig Thomas states that there is or will be litigation between the owner and the City so it is very complicated to make any decisions at this point. The City has made it clear that they do not want it to be just green space. Mike Dunn calls upon the Aldermen to help express that the City has made things difficult for us as it relates to parking. We have premiere customers that pay a lot of money that is going into the City and they are not receiving premium parking in exchange for that. Alderman Frank Beach responds that we should request use of that as a parking lot on a temporary basis until the City has something else in mind. Craig Thomas states that as of right now he believes that Justin Fern owns that lot not the City so they may not have the authority to make that decision. Craig Thomas states, in regards to the extension of our marketing into the suburbs, there is nothing contractually that states we cannot expand that direction however, we have to be mindful of how it will affect our relationship with the Wolves and the AHL.

**COUNSEL’S REPORT**

**Attorney Tim Rollins**

No report at this time.

**CHAIRMAN’S REPORT**

**Mr. Craig Thomas**

No report at this time.

**OLD BUSINESS:**

Mike Dunn states that he appreciates the relationship that has been built with SMG and expresses that he hopes SMG can be sensitive to our needs for SMG to step in and give us extra guidance at times. Overall, he is personally happy with what SMG has done for us over the years. Lon Rosenberg states that SMG really appreciates the relationship they have with RAVE, especially the communication that is involved. The constant feedback makes it easier to have improvements.

**NEW BUSINESS:**

None at this time.

***MOTION: Rudy Valdez made a motion to adjourn; seconded by John Phelps. The motion passes unanimously.***

**ADJOURNMENT** – The Authority Board adjourns at 1:10 p.m.

Respectfully Submitted,

Jollene Haney