



PEORIA CIVIC CENTER®

PEORIA CIVIC CENTER AUTHORITY  
Minutes of July 12, 2017  
Meeting FY17 No. 10

Chairman Manning called the regular meeting of the Peoria Civic Center Authority to order at 9:00 a.m., Wednesday, July 12, 2017 at the Peoria Civic Center in the Lexus Club Room.

VOTING AUTHORITY MEMBERS PRESENT:

**Commissioner Matthew Bartolo**  
**Commissioner Paul DiGiallonardo**  
**Commissioner Joseph Dalfonso**  
**Chairman Bob Manning**

VOTING AUTHORITY MEMBERS ABSENT

**Commissioner Pratima Gandhi**  
**Commissioner Yvonne Greer - Batton**  
**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**

OTHERS IN ATTENDANCE:

**Dave Stuckel, PCCA Legal Counsel**  
**Cara Allen, PACVB**

Chairman Manning called the meeting to order at 9:00 am. He requested that a roll call be taken. Quorum present.

Chairman Manning requested a motion to approve the minutes of the June 5, 2017 PCCA meeting.

**Motion to Approve Meeting Minutes of June 5, 2017 Meeting:**

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

**General Manager Report:**

General Manager Anne Clayton reported that the Toyota Box Office sponsorship has been renewed for another year. A thank you letter was received from the Peoria Police Department for their Memorial Service and Awards Ceremony held here on May 17th. The Peoria Civic Center participated in the GP EDC Keystart Pitch Competition that encourages local entrepreneurship by allowing Mobile Mount LLC to conduct a trial run of their cell phone holders in the arena. Anne Clayton, Will Kenny and Andrew VanDeweghe attended the SMG management meeting in Long Beach, California in June. Anne detailed the value of this experience including inspirational speaker Steve McClatchy and the Shark Tank Competition between buildings.

**SAVOR Report:**

Director of Food & Beverage Andrew VanDeweghe reported that SAVOR did well in May. Concessions accounted for 69% of revenue with the Eric Church concert, Markiewicz convention, Xcel Gymnastics and World Taxidermy. Catering was 31% which included the food court for the Markiewicz convention, South Side Mission banquet and Sterling Merit banquet. Andrew spoke to the focus of the SMG management meeting on the important role of food and beverage in the transformation of the complex and what the fans expect and how to give it to them.

**Operations Report:**

Director of Operations Will Kenney reported that the Smart Maintenance program upgrade now has more information that can be entered, such as cost of repairs or replacement of equipment and the time it took to complete. At the SMG Management Meeting, the operations focus included best practices for security measures focusing efforts on securing back of house. The local team is looking at different measures for improvement in this area.

**Marketing Report:**

Senior Marketing Manager Megan Pedigo reported that social media numbers continue to climb. The Broadway Theater Series season ticket sales are going well. New this year, season ticket holders will receive a Broadway VIP card entitling them to a VIP lounge featuring a cash bar, coffee and treats. The back of the card includes discount offers from several local businesses.

**Sales and Booking Report:**

Director of Sales and Marketing Jess McMullin reported 43 leads, 22 proposals and 17 signed contracts returned during May. The sales department held their quarterly planning session focusing on targeted market groups. A new sales manager has been hired to begin on July 24<sup>th</sup>. The May Civic Center Scoop included a session with the South Side Mission. July's broadcast will be a discussion of the PACVB partnership and how the team approach brings events to Peoria. Staff will be serving dinner to guests of the Family House as part of our community outreach program.

**Sales and Booking Report cont.:**

The Deer and Turkey Expo will return to Peoria at the end of July. The marketing department has worked very hard to help make this a successful event. The annual Illinois Great Rivers conference has extended their contract for another five years.

Booking Manager Ben Holeton reported that two theater shows did very well in June. David Blaine was just a few tickets shy of selling out and #IMOMSOHARD was a sold-out show. Monster Jam tickets go on sale next week.

**Sales and Marketing Committee:**

Chairman Dalfonso reported that the committee had met. Commissioner Dalfonso turned the floor over to Jess McMullin who reported that eight customer surveys were returned. The customer service score for May was 9.38.

**Capital Committee:**

Commissioner Bartolo reported that the Capital Committee met and two proposals were presented for the Marquee parking lot sealcoat and striping in the amount of \$28,000 and not to exceed \$53,000. The second is replacement of the balcony pavers in the amount of \$101,800. The Capital Committee made a recommendation to the Authority to move forward with these projects.

**Motion to approve the recommendation of \$28,000 to Tazewell County Asphalt**

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

**Motion to approve the recommendation of \$101,800 to Sterling Commercial Roofing**

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

**Finance Committee:**

Director of Finance Danette Snopek reported that May financials consisted of 44 actual events versus 64 budgeted. Event income came in under budget and indirect expenses were over budget resulting in a net operating loss for the month. In the convention center, both the Markiewicz and World Taxidermy conventions came in slightly over budget. The Xcel Regional Gymnastics sporting event was unbudgeted and the Eric Church concert exceeded budget. In the theater, the Olivia Newton-John concert was canceled due to illness. Non-Operating income was under budget.

**PAVCB:**

The PACVB hired a Marketing Manager which will allow them to interact with local businesses. Cara Allen and Megan Pedigo are working together to create a VIP package for all season ticket holders of the Broadway Theater Series for downtown businesses that patrons can go to before or after a show. A printed digital campaign is going very well. Cara Allen will be demonstrating the Economic Impact Calculator to members of the sales department.

**Old Business:** None

**New Business:** None

**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 July 27, 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 DiGiallorardo. Seconded by Commissioner Dalfonso. Passed unanimously by voice vote.

Meeting adjourned at 9:35 a.m.