

**COLLINSVILLE METROPOLITAN EXPOSITION
AUDITORIUM AND OFFICE BUILDING AUTHORITY
GATEWAY CENTER
April 15, 2010
Regular Board Meeting – 7:00pm**

Call to Order:

The April 15, 2010, Regular Board Meeting of the Collinsville Metropolitan Exposition Auditorium and Office Building Authority was called to order at 7:11 pm by John Bitzer.

Attendance:

MEMBERS:

Present: John Bitzer, Gene Forneris, Mike Keefe, Bob Kinamore, Frank Klostermann, Chuck Tennant, Ginger Trucano, and Mike Wenos

Excused Absence: Jim Ferris

Also present: Cynthia Warke, Executive Director, Shelly Ettling, Director of Operations and Technology, and Kim Jones, Director of Finance

Approval of Minutes:

Regular Board Meeting, March 18, 2010

A **MOTION** was made by Wenos and seconded by Tennant to approve the March 18, 2010, Regular Board Meeting minutes. All were in favor. **MOTION** carried.

Executive Session, March 18, 2010 – Deferred to a later date

Finance:

Gateway Center:

A **MOTION** was made by Kinamore and seconded by Trucano to approve the monthly operating expenses of Authority for the month of March 2010 in the amount of \$164,678.96.

The following transfers were approved:

Revenue Deposit – To Operating Account - \$229,158.52

Revenue– To Principal & Interest - \$64,479.56

Regions Credit Card – To Principal & Interest - \$13,453.59

All were in favor. **MOTION** carried.

FY '11 Operating Budget- Ordinance #225

A **MOTION** was made by Kinamore and seconded by Tennant to adopt the FY '11 Operating Budget - Ordinance #225. Roll Call was taken. All were in favor. **MOTION** carried.

Resolution #335 – 3-Year Audit Contract to C.J. Schlosser & Company

A **MOTION** was made by Kinamore and seconded by Tennant to approve Resolution #335 which awarded a 3-Year Contract to C.J. Schlosser & Company for financial services. Roll Call was taken. All were in favor. **MOTION** carried.

Building/Capital Purchases/Site/Vehicle

Function Chair Update – We purchased 1,217 Global Chairs in 2007. During a recent meeting Forneris noticed the vinyl seat torn on the outer parameters of the chair. It appears as if the cushion/seat is being pinched when the chairs are stacked.

Ettling brought the Global Chair representative on-site to show him the damage after discovering 843 of the chairs are damaged/torn in the same area.

The Global representative stated we are using the chairs properly and we are meeting all of the specifications as well. The representative looked over the chairs closely and took several pictures to send to the manufacture. He felt it was a manufacture defect.

Once the Global representative updates us on their plan of action this topic will be discussed further.

Personnel/Benefit/Retirement/Grievance/By-Law

Election of Officers - A **MOTION** was made by Klostermann and seconded by Wenos that the following board members will remain in their current officer positions until April 2011. All were in favor. **MOTION** carried

John Bitzer – Chairman
Gene Forneris – Secretary

Chuck Tennant – Vice Chairman
Bob Kinamore – Treasurer

Insurance – To be discussed in Executive Session

Personnel/Benefit/Retirement/Grievance/By-Law – Will be discussed in Executive Session

Marketing/Public Relations

Warke stated "Gateway Center" Won 1st place for the Fox 2 Best Wedding Venue!!!

22,865 people voted for Gateway Center

- 2nd Place - Missouri Botanical Garden
- 3rd Place – Anheuser-Busch Conference Center
- 4th Place – The Lemp Mansion
- 5th Place – Palladium Saint Louis

Directors Report –

Warke kicked off her report by sharing with the board that the staff is recommending that Gateway Center produce its own events in order to generate foot traffic, during open periods, as well as additional exposure for the facility and its services. Naturally, the staff hopes that these events will be successful, and the Center will reap income or at least break even as a result of these efforts. She elaborated by sharing that she polled other facilities to find out if they self promote events and if so, what types of events do they produce. After consulting several facility managers and Bonni Burns with BAM, the staff is recommending that the Center consider promoting a Christian Concert Series and perhaps several other single-day public events. The intent and goal of launching a concert series is to brand Gateway Center as the venue of choice for this type of experience. The other single day events would merely be hosted to increase awareness about Gateway Center and foot traffic during slower event periods.

Warke distributed a report that reflects projected revenue, expenses and potential net income for a sampling of events the staff has been considering self-promoting. Warke pointed out that these projections are merely just that and are estimations or best guesses.

Warke then circulated a report to illustrate what is financially at risk in the event the in-house events hit certain attendance benchmarks. This data is merely being presented to the board for the purpose of illustrating two important points. One, the maximum financial risk the Center could encounter if the events are unsuccessful and two, what sort of impact a loss would have on the Center's ability to fund capital projects or absorb operating deficits within the upcoming operating periods.

After further discussion, the board reached a consensus in regard to a maximum amount of working capital for in-house events that could be risked without hindering Gateway Center's ability to fund certain capital improvement projects.

Warke shared with the board that Gateway Center will be hosting a Japanese Animation Convention on April 23rd through 25th, 2010. She said more than 800 people are expected to be in attendance over the course of 3-days. Warke stated that this convention use to be held at the St. Charles Convention Center. This group will utilize a number of local hotel/motel properties.

Warke said that Jenny Conrad, Sales Manager, recently landed a great piece of business for Gateway Center and the community. It is the Whitetail Convention. This group is booking the entire complex from January 12th through January 14th of 2011. This group is anticipated to generate approximately 700 overnight stays. Warke said that she truly believes that the decision makers selected our venue over St. Charles Convention Center as a result of their direct interactions with Jenny Conrad. Warke said she did an outstanding job courting this client and as always, is such a wonderful professional.

Warke reported that the Leisure Boat Show that was anticipated to be held at Gateway Center has elected not to move forward with this show at this time. As soon as our sales team received word of this news, they replaced this anticipated revenue maker with a multiple day dance event. This replacement business will generate approximately ½ of the rent the boat show would have been assessed. However, the dance events generate a great deal of exposure for the Center.

Warke said the Lipstik Show is returning to Gateway Center after hosting the show at the Regency Conference Center in O'Fallon. The event is scheduled for July 24, 2010.

The St. Louis Deer Classic has increased its exhibition floor space to 40,000 square feet. This is fabulous news for everyone involved. The promoter does an outstanding job of creating a great deal of buzz in advance of each of his events.

Unfinished Business - None

New Business - None

Executive Session - A **MOTION** was made by Tennant and seconded by Forneris to move to Executive Session to approve discuss Personnel and Insurance matters at 7:40 p.m. All were in favor. **MOTION** carried.

A **MOTION** was made by Klostermann and seconded by Wenos to adjourn Executive Session and move back into the Regular Board Meeting at 8:14 p.m. All were in favor. **MOTION** carried.

Adjournment - There was no further business to come before the board. A **MOTION** was made by Forneris and seconded by Wenos to adjourn the meeting. All were in favor. **MOTION** carried. The Regular Board Meeting was adjourned at 8:15 p.m.

**The Next Regular Board Meeting
Thursday, May 20, 2010 at 7:00 pm**



CHAIRMAN



SECRETARY