



Durham Convention Center Authority meeting

Thursday, September 29, 2011

Durham Convention Center Board Room II

8:30 AM

The meeting was called to order at 8:30AM with the following representatives present:

Authority: Billy Ruffin, Joe Bowser, Rosemarie Kitchin, Dawn Paffenroth, Bill Kalkhof, Al Bass and Patrick Byker. *Owners:* Sharon DeShazo, Drew Cummings, Karmisha Wallace, Joel Reitzer, and Jina Propst. *Management Company (Global Spectrum):* Jennifer Noble, and Andrea Gliatta. Mr. Kalkhof motioned to approve the August 25, DCCA meeting minutes; Ms. Kitchin seconded, voted, and approved by all.

Action Items:

- Grand Re-Opening for the Durham Convention Center

Durham City and County Administration:

- Mr. Reitzer commended Global Spectrum regarding convention center revenue trend.
- Convention Center Plaza has been upgraded with plantings and new concrete. Mr. Reitzer is investigating additional ideas for visual appeal and drawing the public. Placing colorful flags in the Plaza is an additional option for consideration.
- Ms. Wallace inquired about North Carolina Central University having events booked.
 - NCCU has events on the books under a different name.
- Mr. Cummings expressed concerns regarding the past trend of sales decreasing during January and February months. Ms. Noble has ideas for incorporating self-promoting events such as Easter and Mother's Day brunches.
- Hotel occupancy is increasing across the state of North Carolina. The Authority requested a copy of Shaner's occupancy rates over the last fiscal year.

Phase II Renovation Update:

- Construction is on-schedule and approximately 98% complete.
 - Roofing work is complete with punch list ongoing.
 - Loading Dock area is 80% complete.
 - New exhaust for the generator is being priced.
 - Junior Ballrooms are 99% complete.
 - Wall sconces scheduled for delivery on October 7.
 - Additional funding added to project for increased light levels in junior ballrooms.
 - Issues with circuitry to be resolved.
 - Installation for signage by October 10.

- Global Spectrum's offices are 99% complete.
 - Anticipate installation of new office doors by October 31.
 - Internet and telephone upgrades are expected September 29.
- Pre-Function Corridor is 99% complete.
- HVAC work is 90% complete.
 - Change of control valves at the cooling tower will need to be installed in winter due to shutdown of chillers.
 - Replace pneumatic valves.
 - Review of test and balance report.
 - Generator exhaust material due to install October 21.
 - Mechanical punch list ongoing.
 - Electrical punch list is not yet scheduled.
 - Coordination with Shaner and Skanska prior to electrical shut down meeting scheduled October 6.
 - Lead time on materials will delay work until October 31.
- Kitchen construction is complete with punch list work remaining.
 - Kitchen door replacement.
 - Kitchen needs two convection ovens and a steamer.
- Periscope Energy Monitoring and check metering systems not yet installed. This installation will involve a facility shutdown.
- Budget Update:
 - \$6,961,000 – total budget as amended from \$6.5m.
 - \$6,700,229.21 – total committed cost.

Global Spectrum Report:

- 21 events during September, 28 event days with 4381 guests in house. October has 20 events with 24 event days with 8,000 anticipated booked guests, which includes North Carolina Central University's homecoming events.
- One event during August cancelled due to inclement weather conditions.
 - Notable September events:
 - Association Executives of North Carolina – 175 guests
 - Small Business Technical – 258 guests
 - Religious News Writers Association – 150 guests for three days
 - Durham Chamber of Excellence Dinner – 186 guests
- Durham Convention Center Projected Revenue to date for fiscal year 2011/12: Total - \$975,818
 - Definite bookings (contracted): \$620,506 – includes ancillary revenue.
 - Tentative bookings: \$97,870 (Contracts have been distributed)
 - Included in the tentative bookings is the Sator/Chalk wedding on June 23, 2012 anticipating revenue of \$10,000.
 - Proposals (other) - \$257,442
- Durham Convention Center Kitchen:
 - Punch list meeting for kitchen held on September 28.
 - Received health inspection permit and kitchen is operational.
- Presentation at Riverside High School to discuss the hospitality industry and career opportunities.

- DCC has promotional items – pen and pads displaying new logo.
- FF&E (as approved) is on order and some deliveries are in.
- Public Relations:
 - Press Release on four year contract with Full Frame and renovations.
 - Updating a facebook page, working on the new website design, content and search engine optimization.
 - Working on layout and design of advertisement for Durham CVB/Chamber Relocation Guide.
 - Updated ad for Southern Bride and Groom magazine.
 - Working on digital signage advertising packages.
 - EBMS software for meeting rooms has been installed. Information is being input.
 - Internship program with Dr. Beverly Bryant at North Carolina Central University Hospitality and Tourism department on-going.
 - Global Spectrum proposed using interns to work during grand re-opening (ribbon cutting ceremony).
 - A community open house in conjunction with the Artwalk is in discussion as a means of drawing the public to the convention center.
- Durham Convention Center Staffing:
 - Administrative Assistant target hire date – October 3.
 - Convention Services Manager – need to hire immediately.
 - Working on an on-call list for servers and bartenders for events. This will assist in reducing costs.
- Budget:
 - Net Income (loss) for the month - \$67,935.
 - Variance: (\$26,693)
 - Net Income (loss) Year-to-date: \$122,101
 - Annual Budget: \$636,712
 - Most savings have been assumed because of hiring practices. DCC is not at full staff capacity.

Durham Convention Center Authority:

- Mr. Kalkhof noted that external signage is needed to promote the DCC. Due to budget constraints, signage proposed for Morgan Street is on hold. An enclosure is also needed for the DCC area. Mr. Kalkhof suggested this request become priority upon availability of funding.
- Mr. Byker noted the Authority's support regarding the visual concept of banners proposed by the DCVB. He suggested the DCVB move forward and offered the Authority's assistance. The DCVB has agreed to pay for the cost of the banners and requests the City of Durham General Services department perform the installation. Mr. Byker composed and forwarded a letter of gratification to Shelly Green, DCVB for her work in implementing this project.
- The Authority wishes to explore solutions for parking issues during the next scheduled meeting.
- DCCA sub-committees update:

- *Finance Committee:* Dawn Paffenroth, Al Bass, and Andrea Gliatta, Global Spectrum Finance Director. Owners Representatives: Joel Reitzer, Jina Propst, Sharon DeShazo and Al Walker.
 - *Met on September 27 to review Durham Convention Center financial data. The committee continued discussion on appropriate formatting for the committee.*
- *Grand Opening Sales and Marketing Committee:* Next meeting scheduled October 6 to discuss details.
 - Press coverage.
 - Date and time for ribbon cutting ceremony – November 17 at 4:30.
 - Reception immediately following in convention center.
 - Chef stations
 - Mr. Kalkhoff suggested making grand prize larger – dinner and show at DPAC.
 - Design invitations to be forwarded via email – Sharon DeShazo (design). DCVB will forward to guest list.
 - Establish levels of contributions for fundraising: Identify gold, silver, and bronze levels of giving.
 - Printed programs
 - Identify sponsorships – offer hotels the opportunity to sponsor
 - Sponsorship forms – Jen Noble
 - Collaborate with Durham Arts Council and the Carolina Theatre
 - Video Montage displaying all three facilities and include recognition – Jen Noble