

Event Center Advisory Board

DATE September 24, 2024

TIME 5:36pm

MEETING CALLED TO ORDER BY Julie Lammers

IN ATTENDANCE

Board Members: Deb Jacoby, Vanessa Perry, James Stenger

Event Center Coordinator: Jezmea Burkett

Others: Jake Jacoby, Julie Lammers (City Clerk-Treasurer), Natalie Fischer (City Council Representative)

Absent: Jay Norby, Paul Pinke

APPROVAL OF MINUTES

Deb Jacoby motioned to approve, Seconded by Perry. Motion Carried.

STATUS OF RECOMMENDATIONS TO CITY COUNCIL

- A. Reduced Rent Application – Was Approved
- B. Resignation – The Council accepted the resignation of Bev Flatland
- C. Railings – Council accepted the committee's recommendation for the railings. They have been ordered and delivered. Will be installed this Friday.

COMPREHENSIVE PLAN REVIEW

The committee looked at the comprehensive plan and made notes of progress made in 2024.

2024 Progress includes: Updates to the kitchen, adding safety railings to the front of the building and the Lions also wanted it to be noted that they as an organization logged 170 hours volunteer hours in improvements to the building.

We discussed that we, as a committee need to figure out why the number of rentals has declined in recent years. Deb Jacoby motioned that Perry writes up a post for Facebook asking people why they would/wouldn't choose the VEC for their upcoming events. This would be posted to the Billy's Facebook page so it would reach a larger audience. Stenger Second. Motion Carried.

INCOME AND EXPENSE

2024 Income and Expenses were discussed. Lammers presented where the VEC. Is currently with bookings for 2025 (See Attached). Lammers also provided proposed rates for 2025. Perry suggested waiting to adjust the rates until we know more from the Facebook Post. Was suggested that "Large Event (One Day)" be changed to include "Weekend" on the rate list, along with specifying that Friday – Sunday is 11am Friday to 5pm on Sunday.

Lions' rental of the closet was discussed. It was also discussed that the Community Club is utilizing space under the stage without renting it.

Perry Motioned that the Lions continue to utilize the current closet, and for the Community Club to continue using the space under the stage. Seconded by Deb Jacoby.

Burkett was tasked to make a list of the current cornhole boards that are stored under the stage so that the businesses can be contacted with what to do with the old boards.

The 2025 budget was presented by Lammers. The Committee discussed different advertisement ideas. Lammers and Perry discussed looking into our Leighton Broadcasting package and making changes to our ads to reach a larger audience. Burkett discussed options to advertise in local school yearbooks and at football games. Stenger expressed that he didn't believe that advertising in yearbooks would reach the audience that we are trying to gain. Yearbooks are often dispersed at the end of the year being too late for grad party bookings and parents are often not looking at their student's yearbook. Burkett will look into advertising opportunities at local sporting events.

The committee discussed adding the rental rates to the digital board outside the VEC so that people could see our rated.

The committee discussed that we need to broaden our rental audience and think outside the box as to different style events that could potentially bring in rental revenue.

BUILDING REVIEW

We received 3 surveys back (see attached). Still would like to talk to Spankys and Bleachers about their needs when it comes to catering in the VEC kitchen.

Fundraising options were discussed to help raise funds for the kitchen equipment.

Perry suggested that Stenger take pictures of the upcoming events for future advertising.

Burkett stated that the VEC can accommodate 20 round tables comfortably. The VEC currently owns 10.

**Meeting adjourned at 7:05pm by Stenger. Deb Jacoby Seconded. Motion carried.
Minutes Recorded, typed, and submitted by James Stenger.**

COUNCIL RECOMMENDATIONS

The board recommends accepting the resignation of Jay Norby. The also recommend that vacant spot (left by Bev Flateland) be filled by Jake Jacoby.

FOLLOW UP ACTIONS

Perry will write up a Facebook Post asking people why they would/wouldn't book their future event at the VEC, she will send out to the committee for review before its posted to the Billy's Facebook Page.

Stenger will take photos at the upcoming events for future advertisement.

Burkett will make a list of the current cornhole boards that are stored under the stage so that the businesses can be contacted with what to do with the old boards.