At 8:04 a.m. Vice Chairman Price Dobernick, called the meeting to order in the Governor’s Room of the Lansing Center, located at 333 E. Michigan Avenue; Lansing, Michigan 48933.

**COMMISSIONERS PRESENT:** Tim Barron, James W. Butler III, Price Dobernick, Charles Janssen, Larry Leatherwood and James Stajos.

**COMMISSIONERS EXCUSED:** Angela Bennett (Ex-Officio), Cindy Bowen, Eric Brewer, Brian McGrain (Ex-Officio) and Charles Mickens.

**OTHERS PRESENT:** Heidi Brown, Scott Horgan, Scott Keith, Jennifer McFatridge, Paul Ntoko, Tristan Wright - Lansing Entertainment & Public Facilities Authority; Tiffany Dowling and Zach Krieger – M3 Group, and Jack Alexander.

**III. ESTABLISHMENT OF THE AGENDA:** No changes.

**IV. PUBLIC COMMENT:** No public comment.

**V. APPROVAL OF APRIL 23, 2019 MINUTES:**
Vice Chairman Price Dobernick requested a motion for approval of the minutes as published.

**MOTION:** Commissioner Leatherwood  
**SECOND:** Commissioner Janssen  
Motion unanimously carried.

**VI. REPORTS:**

**A. CHAIRWOMAN:** Scott Keith reported on behalf of Chairwoman Bowen that they are moving forward with LEPFA Board of Commissioners Officer nominations in June. Board members may forward nominations to Chairwoman Bowen or Scott Keith.

**B. FINANCE COMMITTEE:**

1. **April 2019 Finance Information:** Jennifer McFatridge, Vice President Finance reported the following:

   a. **Groesbeck Golf Course:** April Operating Revenue is down compared to budget for the month but is up for year-to-date (YTD). One year ago, LEPFA was in the fourth month of managing Groesbeck Golf Course. To-date, green fees, cart rentals and concessions are up about 30% compared to April 2018. League play began in April with the revenue reflected on the financials moving forward. Operating Expenses are down compared to budget for the month and YTD. Categories providing the largest impact to the overall budget include Fringe/Related Costs, Marketing and Supplies/Materials.
In the category of Fringe/Related Costs, adjustments to the FY20 budget were necessary as we reviewed our allocations in order to have a better target. Marketing Expenses are related to the purchase of scorecards for the season, and additional signage. Supplies/Materials included a new AED purchased for the clubhouse, fuel delivery for carts and equipment used on the course, and additional uniforms for seasonal staff.

b. City Market: April Operating Revenue is up compared to budget for the month and year-to-date (YTD). Building Revenue has dropped by 13% and Operating Revenue has dropped by 18% compared to 2018. Overall, Operating Expenses finished down compared to budget for the month but are up year-to-date (YTD). The category providing the largest impact to the budget is Professional Services with 97% of the expense attributed to legal fees. We continue to review all anticipated expenses to determine when LEPFA’s City of Lansing Subsidy will be depleted. LEPFA has received the final fiscal year subsidy funds.

c. Cooley Law School Stadium: Operating Revenue at Cooley Law School Stadium is from the concourse ATM machine. Revenue is down compared to budget for year-to-date (YTD). Revenue from the ATM will start appearing as baseball games and soccer matches have begun. Operating Expenses for the month are up compared to budget and are down compared to budget for YTD. The categories providing the largest impact to the YTD budget are Maintenance of Facilities and Concessions/Catering. In April LEPFA incurred repairs/service to an elevator and a repair to an Outfield HVAC unit. In Concessions/Catering there were repairs to walk-in and reach-in coolers and filter replacements.

d. Lansing Center: April YTD Operating Revenue decreased over last year by more than $600,000 or 11%. April revenue is down compared to budget for the month as well as YTD. April events included: MYWAY (Wrestling), Michigan HR, Capital Area Michigan Works! and Planned Parenthood of Michigan. There were three large events in April 2018 that accounted for $270,000 of the Lansing Center’s overall revenue - Michigan Dental, Michigan Safety Conference and MEA and all three were not here in April 2019, which impacted revenue. Overall, there were 12 events that occurred in April 2018 that did not repeat in April 2019. Of those that did not repeat, those events accounted for nearly $184,000 in Food and Beverage, $110,000 in Equipment Rental and $92,000 in rent. We had 12 events in April 2019 that did not occur in April 2018, capturing $39,000 in food and beverage, $35,000 in Equipment Rental and $22,000 in rent. Operating Expenses were down compared to budget for the month and up for YTD. Categories impacting the April budget include Professional Services, Marketing and Events. In Professional Services and Marketing, we have allocated expenses related to the Facility Audit. For Event Expenses, 58% or $30,000 of the expense are AV Supplies (laptops, projectors, etc.) and 10% or $6,000 is for event supplies. Unearned Revenue-Advance Rent has followed trend with the prior two fiscal years, and it has
increased when compared to last month and remains on par compared to last fiscal year. At the end of ten months of the fiscal year, the Lansing Center has captured 84% of the revenue budget and contained expenses to 84% of the budget.

Scott Keith commented that as he shared at the April Board meeting we anticipated that we would be impacted by the late Easter and rolling spring breaks throughout the school districts. Next year it does not appear that we will have this issue. Scott noted the Lansing Center financials are marked as a “draft” to allow for further review of the financials. He also reported that a walk through of the Market took place last week and all utilities will be turned over to the City due to no budget. Commissioner Leatherwood questioned if there is follow up with organizations that leave or move their rotations, and the response was yes. Commissioner Leatherwood also questioned if we reach out to others to fill in business? Scott Keith responded we do, as booking is similar to a puzzle in trying to make all of the pieces fit and that we started looking at how to fill in the business over a year and a half prior; we also adjusted the budget 20% to account for the lost business.

Vice Chairman Price Dobernick requested a motion to accept the April 2019 financial statements for: Groesbeck Golf Course, Lansing City Market, Cooley Law School Stadium, and the Lansing Center be received as published and further that the monthly expenses for each entity be accepted.

MOTION: Commissioner Butler   ACCEPT: Commissioner Barron
Motion unanimously carried.

C. **PRESIDENT & CEO:** Scott Keith, LEPFA President & CEO reported the following:
   1. **M3 Group Presentation:** Tiffany Dowling and Zach Krieger provided an update on the LEPFA’s branding process by recapping the survey results indicating that people don’t understand what LEPFA does as organization and the need for more understanding of LEPFA’s brand. Tiffany reviewed timeline, noting that a presentation was made to the LEPFA Board in March and in March/April they met with Scott Keith to present three (3) branding designs. The name presented was: Regional Entertainment & Venues (rev) which simplifies what we do and is easy to understand. The simplified name makes marketing easier and she displayed the logo selected. The next steps are today’s LEPFA Board presentation, discussion and messaging development; standardization and the brand launch. Work will begin on the tag line and messaging; they will then bring it back to leadership and will be working on plan implementation and discussion.

   Commissioner Leatherwood questioned if M3 Group will return feedback to survey groups; Tiffany noted after discussion with the Board they will go back, should feedback be necessary.
Commissioner Barron commented he thought the brand was great, and there would be no image or branding to overcome. Commissioner Janssen asked if Lansing should be added to the logo to represent which regional entity. Tiffany explained Lansing is currently not included to keep “rev” generic, because LEPFA events all have locators on messaging, so they didn’t feel geographic location is needed on the logo. Scott Keith noted they can tag line Lansing – because the change in logo is moving us forward toward a regional concept. Commissioner Barron noted we may use the second line for messaging. Commissioner Leatherwood recalled that “LEPFA” was unfamiliar and asked what will we do to get the message out? Tiffany responded currently we are looking at ways to put new brand into play in current happenings, for example a “Margarita Fest” poster was displayed with the “rev” logo. A brand launch will occur, and we will display the rev logo on event materials.

Scott Keith noted the color schemes are similar to LEAP and the GLC VB and suggested “rev” sounds like we are moving forward and also ties into our auto history; and ties the name into what we do. It is a DBA currently and LEPFA remains our legal name until we are ready for a change to include revision of the Articles of Incorporation, etc. Commissioner Leatherwood indicated he liked it – and referred back to the survey, asking if it would be helpful to define what is “regional” and suggested listing in small print the counties. Tiffany suggested adding more would make the logo too heavy, but perhaps it could be added in messaging and she explained branding is what you understand and how you feel about an organization; and as such, we need to build our brand first and deliver the message so people will understand. She noted, through this process we are taking control, pushing out the brand and will be a part of the message so people understand and are excited. Scott Keith explained the next step is the messaging and the Mayor’s blessing on moving forward; furthermore, it is important our county entities feel a part of the organization. Commissioner Janssen clarified that LEPFA will disappear and events will be managed by rev and no longer will the message be that we manage public facilities. Scott noted because “public facilities” is not clear and with “rev” we are trying not to confuse our facilities with the jail, library, etc. Tiffany noted the public may not care, but they need to know it is venues and this captures what is relevant to what ppl need to know. Commissioner Stajos asked if it is trademarked? Tiffany noted it is available but is not trademarked yet.

2. Mackinac Island Conference – Tristan Wright and Commissioner James Stajos to attend this year in Scott Keith’s absence, due to daughter’s graduation. Tiffany and Zach to handle display and LEPFA representation will be in great hands.

3. Margarita Fest – Scheduled for Friday, May 31 - weather looks good; close to sell-out 50 tix left.
4. **Common Ground** – Scott Keith reviewed the lineup for Common Ground and noted he had posters for Board to share and noted this is the most diverse lineup for Common Ground. “I Love the 90s” is scheduled in two weeks, ticket sales are picking up.

5. **Waterfront Update** – Scott Keith indicated Waterfront has filed a motion for reconsideration which delays the process. We have filed our response and hope to have a response this week or next. Scott met with the attorneys, and Brian McGrain last week; Waterfront indicated a settlement is considered and LEPFA will make an offer with a deadline date. Scott noted the redevelopment of their liquor license is not feasible. LEPFA may forgive a portion of the funds owed if they move out and not file with the Supreme Court. Scott noted he will continue to update the Board.

At 8:49 Commissioner James Butler exited the meeting.

6. **June Board Meeting Date Change** – Scott extended his thanks for the approval of the June meeting change (due to Common Ground) to June 18 at 3:00 p.m., Room 201.

D. **PERSONNEL COMMITTEE:** Scott Keith reported a Personnel Committee meeting was held and discussion items included completion of the President & CEO’s evaluation; an IATSE matter; the Anti-Harassment Training on May 23; and the rescheduling of the Mental Healthy Training.

E. **STRATEGIC PLANNING COMMITTEE:** No report.

F. **VICE PRESIDENT/STAFF REPORTS:**


2. Scott Horgan – Scott reported simulator use wrapped up in April and covered 55% of the cost this year; simulator use was extended by a week and a half due to the weather. We are anticipating a good golf season this year; league play is up 15% and additional outings are up 50%. It was a great weekend this last weekend and the course is in great condition; we have had many compliments. The GLAGA match play tournament is this weekend. At the Lansing Center Org Pro is coming up and the PACE report looks good for the Lansing Center.

At 8:54 a.m. Commissioner James Butler entered the meeting.

Upcoming groups are: IHOP, CBD Oil Manufacturers in the Midwest, which is a great opportunity for us. Scott Keith noted based on the PACE report, August is the only month we are behind, due to the varying return to school dates.
3. Tristan Wright – Tristan reported the fountain is on at ballpark. The Grand Concert series kicks off on June 13 - with Everett High School; and the event has moved to the Lansing Center gazebo area due to construction. Tristan thanked Scott Keith and noted she will represent LEPFA well. Vice Chairman Price Dobernick offered an endorsement for the Plumbers and Pipefitters local for their installation of the stadium’s fountain, and noted he was in the pit as a member of the installation team.

4. Paul Ntoko – Paul noted everyone is getting ready and excited for Margaritafest – and tickets are selling well. Interviews are underway for the Foodservice Supervisor.

5. Heidi Brown – Currently we have two full-time vacant positions Foodservice Supervisor and Administration Assistant, as well as on-call and seasonal vacancies. Collective Bargaining Agreement internal review has concluded for UAW, and the team will address IATSE and AMTA, all expiring in June 2019. An Anti-Harassment Policy review was held on May 23 and presented by FSCS Attorney Cliff Hammond, with two sessions offered. LEFPA U Committee continues to meet to plan upcoming session with is slated to address “Workplace Inclusion and Diversity” pending a date. Appointments and review of internal committees is slated to coincide with the start of the fiscal year.

VII. **COMMISSIONER & STAFF COMMENTS:** No comments.

VIII. **OLD BUSINESS:** No report.

IX. **NEW BUSINESS:** No report.

X. **ADJOURNMENT:** At 9:04 a.m. the meeting was adjourned. **MOTION:** Commissioner Janssen **SECOND:** Commissioner Barron **Motion unanimously carried.**

**THE NEXT MONTHLY MEETING IS SCHEDULED FOR:**

**JUNE 18, 2019 at 3:00 p.m.**

**LANSCING CENTER - ROOM 201**

Respectfully submitted,

Heidi K. Brown, Recording Secretary