

MAC Commission Meeting May 11, 2021 11:30 a.m.

Commission Members Present: Amy Crawford, Brian Cadwallader, Jill Johnson, Mark Eckman, Matt Gronstal

City Council Members Present: Melissa Head

City Employees Present: Richard Wade, City Attorney

Caesars Entertainment Members Present: Mark Vacanti, Janae Sternberg, Rob McCracken, Rachael White, Amanda Kelley, Thomas Roberts, Lisa Corbin

Call to Order

Approval of Agenda – passed

Approval of February 2021 Minutes – passed

OPERATIONS REVIEW – Mark Vacanti, MAC General Manager

Operations Update

Thank you to Amanda Kelley in Sales for her work in getting business back. Biggest hurdles has been staffing levels, expect to be back at pre-COVID levels in September/October. We hired a Marketing Specialist (Abby Williamson) who will oversee the website, signage, and social media. Catering Specialist position has been posted and will be needed for summer ramp up.

2021 Events

- March
 - Two bull riding/rodeo events and the monster truck event all three events sold out
 - Nine vaccination clinics
- April
 - 11 events in 12 days (compressed schedule due to Easter)
 - Robotics 2021 event canceled due to COVID and international teams could not travel. They are looking to move to the Fieldhouse in April 2022. No details on why they chose the Field House, but we have the first right of refusal if they decide to change locations.

Upcoming

- May
 - Clarkson graduation
 - Chamber luncheon
 - Last vaccine clinic, possible booster clinics in fall
 - Dance
 - High School graduations
- June
 - Bellevue University graduation
 - More dance

- July
 - Villain Arts Tattoo Show – 4th of July weekend
 - Lego show
 - Adidas Live event at Fieldhouse/MAC
- August
 - Jennie Ed Spirit of Courage
 - Clarkson graduation
 - Summer Academy

Attendance – picking up but still short of FY2019. Vaccine clinics account for 15% of our attendance and 40K vaccines have been administered since December 2020.

Entertainment

- TSO rehearsal contract is signed
- Wrestling
- Hoosier Arenacross
- MAC Shootout
- Winter Jam – still working on pinning down
- Shrine Circus – it's confirmed, working on marketing plan
- Rodeo/Monster Truck – next March

Capital Update

- Need to reevaluate schedule
- Submit to city October/November
- Roof is being done now
- Need to refresh seating

SALES REVIEW – Amanda Kelley, Caesars Sales

Sales Contracted – Multi-year events are booking much further out. Attendance is down. We're working to turn new customers into repeat bookings.

On the Radar

- Essential Pregnancy Services
- Amazon Omaha Driver Training – renting out parking lot for training course
- Dance
- Shar-Pei Club of America

Rebooking

- Dance/Cheer – COVID put a dent in dance/cheer events. Events are booking back quicker. Only have two weekends available for large events.

Concerts – nothing booking for indoor. Caesars is looking at August/September 2022 to see if there are concerts to combine so that there is one set of the building for all, no set up/tear down between events.

FINANCIAL REVIEW – Janae Sternberg, Caesars VP Finance

YTD \$760K loss, more on the schedule for July/August which is positive

MARKETING REVIEW – Rob McCracken, Caesars Entertainment Manager

New Marketing Specialist to work social media, website, promo media buys. Increase our social media presence.

Social Media – Feb-May vs Nov-Feb all metrics increased to having events in the building.

Advertising – use CVB Blog to detail what has happened at MAC during the last 12 months that were not ticketed events. Put MAC on the CVB landing page for Entertainment District.

BANQUETS/CONCESSIONS – Rachael White, Banquets Manager

Banquets are coming back. A lot of pop ups, short notice with two week or less turnaround. Creating seating pods for 4-8 people to help with social distancing during events.

- June
 - United Way of the Midlands
 - 1000 Togolese – two-day meeting, 500 attendance with meals
- August
 - Council Bluffs Summer School Academy
 - I-168 Infantry Dining Out – 500 attendance

Concessions

- POS Overhaul
- Reviewing costing on items and setting up POS
- Planning for seasonal fall menus
- Dance Events – we can now serve alcohol, expect an increase in sales
- Graduations – High Schools TJ & AL, Bellevue University
- Villain Arts Tattoo – create vegan and gluten free items

OTHER BUSINESS

CVB Update (Scott Hoffman)

Entertainment Fund

- Funded by a \$200,000 grant from Iowa West
- Used to absorb some of the risk to the promoter
- Previous fund \$40,000 was left unused due to difficulty in finding an event that will fit with the MAC
- Streamline the process to get fund approved for use between Board and MAC management

Next meeting scheduled for Tuesday, August 11, 2021, 11:30 a.m.

Meeting adjourned 12:15 p.m.