



**Durham Convention Center Authority Meeting**  
 Thursday, January 3, 2013  
 Durham Convention Center Meeting Room II  
 11:30 AM

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The meeting was called to order at 11:30AM with the following representatives present:  
*Authority:* Patrick Byker, Richard Ford, Bill Kalkhof, Rosemarie Kitchin, Dawn Paffenroth, and Billy Ruffin. *Owners:* Sharon DeShazo, Jina Propst, Al Walker, and Karmisha Wallace.  
*Management Company (Global Spectrum):* Andrea Gliatta and Jen Noble. Ms. Kitchin made a motion to approve the November 29, 2012 meeting minutes, Mr. Ruffin seconded, and the minutes were approved unanimously.

**Action Items:** *(Comments italicized)*

- Interior and exterior signage to identify and market the Durham Convention Center.  
*Project is in process.*
- Joel Reitzer, General Services Department (GSD) Director and Al Walker, GSD Financial Manager to discuss an independently functioning fund for the DCC with City of Durham Finance.

**Durham City and County Administration:**

- The past due notice for Shaner’s remaining phase II project reimbursement to the Owners at \$277,962 was forwarded on November 28, 2012. The Owners received a request from Shaner for additional documents on December 12, 2012 to include, final payment application from CMAR, executed change orders, final as-builts, and final release of liens from CMAR and subcontractors. The Owners anticipate responding by January 7, 2013.
- Global Spectrum purchased the following FF&E authorized at the October 25, 2012 meeting. Office furniture was included due to savings assumed. Two additional items (employee lockers and dumpster repairs) were added and approved during the DCCA meeting.

	<b>Budgeted</b>	<b>Actual</b>	<b>Variance</b>
○ Two double ovens	\$23,000	\$10,914.75	\$(12,085.25)
○ Wireless Firewall	\$ 6,500	\$4,926.15	\$(1,573.85)
○ Security System	\$12,000	\$10,170.35	\$(1,829.65)
○ Office Furniture (added)		\$3,000.00	\$3,000.00
<b>Total</b>	<b>\$41,500</b>	<b>\$29,011.25</b>	<b>\$12,488.75</b>

- An interior signage purchase order was issued for \$15,429. Installation is scheduled for January 2013.

- A contract amendment was issued to RND for design of external signage and the pre-function corridor entrance doors at \$14,500. Funds are available through the capital improvements project.
- New carpet for the DCC administrative offices was installed in December 2012. Electrical wiring for the project is in process. Global Spectrum is expected to move in by the week of January 11, 2013.
- The meeting rooms' curtains and ballroom wall sconces are scheduled for installation by January 2013.
- The additional work with Periscope on sub-metering is scheduled for January 20 and 21, 2013. The trash piping interference issue has been resolved.
- The DCCA's motion to approve the incentive amount of \$99,625 is subject to a required contract amendment to be considered by the elected boards, upon request to the contract administrator from Global Spectrum. The contract amendment draft regarding Global Spectrum's request to amend Article 3.2 incentive fee based on a ten month analysis is in process.

**Global Spectrum Report:**

- In November, the DCC hosted 19 events with 11,126 guests and 27 event days. December currently has 20 events with an estimated 6,996 guests and 31 event days. DCC occupancy for November was 20%; increased due to the ComicCom event. Customer survey scores are consistent at 4.49 out of 5.
- Notable November and December events:
  - Duke Teddy Bear Ball - 570 guests; DCC Revenue - \$61,423.49.
  - ComicCom – 5,872 guests; DCC Revenue - \$9,542.81.
  - Y & E Entertainment – 987 guests; DCC Revenue - \$14,483.55; Room Revenue - \$62,500.00.
  - Appalachian/UNC IT Conference – 614 guests; DCC Revenue - \$89,926.90; Room Revenue - \$28,509.00.
  - Friends of Nursing – 850 guests; DCC Revenue - \$50,173.31; Room Revenue - \$2,780.
- Sales bookings for fiscal year 2012/13.
 

	Beginning 07/26/2012	As of November 2012
○ Definite:	\$706,838	\$1,737,203
○ Tentative:	\$138,612	\$46,275
○ Proposals:	\$214,760	\$34,490
○ Grand Total:	\$1,060,210	\$1,776,318
- Global Spectrum reached and exceeded budget for this fiscal year at \$1.7 million and anticipates \$1.9 million by the end of the fiscal year.
- Global Spectrum Public Relations:
  - Expo Magazine.
  - Advertisement with Carolina Theatre playbill (half page).
  - Attending Rotary Club on weekly basis.
  - Updated Facebook and website.
  - DCC to receive a Reader's Choice Award from Convention South Magazine. Louise DePaul from Maritiz Travel/Cisco will be recognized as a "planner to watch".

- The New Years Eve soirée was successful making approximately \$17,000 from bar sales. The hotel assumed 80% occupancy due to this event. Global Spectrum discussed new ideas to increase next year's event.
- Website activity: (December)
  - Visitors: 1,447 (New: 1,139 and returning 308)
  - Demographic: 989 NC, 70 CA, 47 GA, 34 VA, 25 NY
  - Page views: 3,887
  - Duration: 1.45 minutes
- Durham Convention Center Staffing:
  - No new hires to report. Global Spectrum is fully staffed.
- Budget: November 2012
  - Net Income (loss) for November: (\$65,893)
  - November Budget Variance: \$686
  - Year-to-date Budget Variance: \$ 116,005
  - Year-to-date Actual: (\$132,037)
  - Total Event Income (Actual): \$ 67,596
  - Total Event Income (Budget): \$ 76,059
  - Total Event Income (Variance) (\$8,463)
  - Total Annual Budget: (\$573,046)

**DCCA:**

- Patrick Byker suggested forming a subset of DCCA members to develop a budget proposal for marketing coordination.

**Subcommittees:**

- Finance Committee:
  - The DCC year-to-date financial performance is below budget by \$116,005, and Novembers' monthly financial performance is under budget by \$686.00.
- Hotel Task Force:
  - Challenges are presented with the cost of designing the upcoming hotel - Marriott at Brightleaf. Maintaining the design ethic of the area is driving cost. Walking distance from the convention center to the hotel is also a significant factor, even though it will be located on the Bull City Connector.
  - On behalf of the DCCA, Rosemarie Kitchin made a motion in support of the Concord Hotel public/private partnership. Patrick Byker seconded, and the motion was approved unanimously.
- Public Relations:
  - The DCCA discussed collaboration with DCC and major associates such as Durham Bulls, and DPAC in an effort to increase market share. There is opportunity for the DCCA to coordinate a 2013 marketing package that will coincide with the opening of the new hotel. City and County officials are in agreement with this initiative. Patrick will continue to communicate with County Attorney, Carol Hammett regarding a seat on the DCVB board for the DCCA.
  - Rosemarie Kitchin and Dawn Paffenroth attended a DCVB board meeting to inquire about marketing opportunities for the DCC. A five year marketing plan was

discussed. Rosemarie would like to see the DCC increase their marketing presence with local events.

**New Business:**

- Per Richard Ford's suggestion, the DCCA should partner with other businesses to act as a catalyst in achieving additional market share for the DCC.