TWO RIVERS CONVENTION CENTER
ADVISORY COMMITTEE
MEETING MINUTES
11 February, 2002 1:30 PM
Two Rivers Convention Center

Committee Members Present:

| Kelly Arnold, | Lena Elliott | Tilman Bishop |
| Bruce Hill | Debbie Kovalik | David Varley |

Others Present:
Joe Stevens, Parks & Recreation Director

1. Discussed the chances or possibility of the Reimers building a second hotel next to TRCC and the Hawthorn Suites.
2. Will invite Kevin or Steve Reimer to the next committee meeting to update us.
3. Everybody has heard great reviews and raves about how well the Olympic Torch Relay event was at TRCC. Have also heard good things about the Chamber of Commerce annual dinner even though some people thought the pepper steak was too hot.
4. Reviewed the monthly budget report from Michael Brophy. January was a pretty good month, especially for just starting out in the newly expanded facility.
5. Reviewed the proposal that TRCC staff put together for the Community Hospital event. This is an example of what can be done.
6. Discussed the ability to be flexible with rates in order to work with customers to meet their needs and get their business.
7. Discussed trying to bring the Farmers Market down to the TRCC parking lot from Teller Arms. Bruce Hill will work with the DDA to see if this is feasible.
8. Distributed and reviewed the sales report.
9. It would really help out if there were another hotel in the area so there was at least 100+ rooms close to TRCC. This would help with marketing and attracting events.
10. Discussed the progress of the City's review of operating the Avalon Theater.
11. It would be good to compile a summary of the customer surveys/comments received for review by the committee.
12. In the future invite Michael Brophy to a meeting to update the committee on TRCC operations.

Next meeting: Monday, March 11, 1:30 PM at TRCC

Agenda items for the next meeting:
1. Meet with Steve or Kevin Reimer to discuss plans for a second hotel.
2. Update/review report on the City operating the Avalon Theater.