

TWO RIVERS CONVENTION CENTER
ADVISORY COMMITTEE
MEETING MINUTES
20 January 2005 4:00 PM
Administration Conference Room in City Hall

Attendance:

Kelly Arnold,
Tillie Bishop
Brian Ralph

Lena Elliott
Joe Stevens
David Varley

Bruce Hill
Debbie Kovalik

- Kelly gave an update on the project to study the Avalon Theater. Dr. Jerry Moorman has been hired to conduct a management and marketing study for the theater. A steering committee will work with Dr. Moorman on this study which will include data collection, focus groups and surveys among other specific activities.
- Joe distributed and reviewed the financial spreadsheets for TRCC and the Avalon. 2004 was the best year ever for TRCC as it covered 86% of its operational costs. The Avalon also improved over the year before and its coverage was 69%.
- Brian reviewed and compared the new and old food costs for TRCC. The new costs are after the City awarded a bid to U.S Food Company. Their prices will be 8% over their wholesale cost while another company bid the food at 16% over their wholesale cost.
- For 2005 the lunch cost for service/civic clubs increased \$0.25.
- It was mentioned that both the service and the food received by the service/civic clubs is very good and much better than it has ever been.