



**MINUTES OF THE  
GREATER WHEELING SPORTS & ENTERTAINMENT AUTHORITY  
August 29, 2023**

**Members Present:** Mayor Glenn Elliott (Chair), Dave Palmer, Ned George, David Croft, John Culler, Rocky Fitzsimmons, Rich Lucas

**Members Absent:** Robert Herron, Karen Stakem, Kevin Duffin (excused)

**Others Present:** Nancy Hughes, Kyle Knox, Kelly Tucker (Arena/Theatre)

**Media:** None

With a quorum present Mr. Elliott, called the meeting to order at 12:00 pm.

On a motion by Mr. Culler and seconded by Mr. Lucas, minutes of the July 14, 2023, meeting were passed unanimously.

Kyle Knox, marketing manager, made a presentation to the board. He shared new analytics and new marketing strategies that have been put in place for the arena and theatre.

**FINANCIAL REPORT**

Mrs. Hughes reports on the following:

**Audit RFP:** RFPs were sent to Snodgrass, Stuart Stickle, Tetrick Bartlett and Ferrari and Associates. Ferrari and Associates was our only bidder. In FY20&21, Ferrari's fee was \$4,950. In FY22, the fee was \$7,950 (higher because of the Single Audit required. For FY23-25, their proposed fee was \$6,600 for each year; for a total of \$19,800. We have been very happy with the professionalism of the audits in the past three years and are happy that Ferrari and Associates is willing to keep us on as clients. Motion was made by Mr. Croft, seconded by Mr. Fitzsimmons to enter the three-year contract with Ferrari and Associates.

**Audit Prep in Progress:** The interim financials over the next 6 months will be impacted by audit preparation whereby accrual basis conversion entries will be made gradually each month.

**P-card:** We are waiting on US Bank to set up our managing account, which apparently takes some time. Once received, training for P-card coordinators and users will be scheduled.

**Co-Pro:** A significant amount of time has been invested into re- reconciling the Co-Pro events. We learned that is does not make sense and creates undesirable accounting chaos for

merchandise commission to be excluded from the formula. Ms. Hughes and Ms. Tucker requested the following change to the Entertainment Endowment Fund Policy:

- Current: Effective July 1, 2022, the method of calculating deposits to (profits) and withdraws from (losses) the fund has been modified. In the final calculation, we will not restore the venues share of rent, facility fees or merchandise commissions. We will only restore the concessions and the amount of the venue’s calculated loss.
- Proposed: Retroactively to July 1, 2022, the method of calculating deposits to (profits) and withdraws from (losses) the fund has been modified. In the final calculation we will not restore the venue’s share of rent or facility fees. We will only restore the amount of the venue’s calculated loss, concessions, and merchandise commissions.

A short discussion followed. Motion was made by Mr. Lucas, seconded by Mr. Palmer to revise the Entertainment Endowment Fund Policy

ARPA: Ms. Hughes reviewed the ARPA reporting that has been made monthly to the City of Wheeling and inquired of the Board as to whether the Arena/Theater were bound by the very specific categories originally set up for the funding. A discussion followed. Dave Croft recommended that Ms. Hughes reach out to a contact of his to learn more about what was specifically required to be reported.

Financials from June 30, 2023

Highlights:	30-Jun-23
Cash in Agency Account	2,514,126.36
Corresponding Agency Liabilities Total	710,012.55
Excess Cash in Agency Account	1,804,113.81
Preliminary (unadjusted for audit) Revenues for year to date period	2,366,719.78
Preliminary (unadjusted for audit) Expenses for year to date period	(2,669,741.87)
Preliminary (unadjusted for audit) Net Operating Loss	(303,022.09)
Preliminary (unadjusted for audit) Other Income	4,203,445.24
Preliminary (unadjusted for audit) NET Income	3,900,423.15
However; if you remove the impact of "extraordinary" income related to Insurance proceeds and ARPA .contributions:	(3,754,544.65)
Preliminary (unadjusted for audit) realistic Net Income >>>	145,878.50
The same figure for FY22 (audited)	(449,436.46)

The top 10 revenue generating events for FY23 were:

1. PBR
2. Toughman
3. Aaron Lewis

4. Whiskey Myers
5. MEC
6. Nailers #20
7. REO Speedwagon
8. OVAC Wrestling
9. WWE
10. Casting Crowns

Financials for July 31,2023:

Highlights:	31-Jul-23
Cash in Agency Account	2,858,667.15
Corresponding Agency Liabilities Total	1,002,938.01
Excess Cash in Agency Account	1,855,729.14
Cash in Operating Account	88,141.66
Cash Basis Revenues for July 2023	112,212.16
Cash Basis Expenses for July 2023	(193,538.65)
Cash Basis Net Operating Loss	(81,326.49)
Cash Basis Other Income	4,422.57
Cash Basis Net Loss	(76,903.92)

The top events for July FY23:

1. TBT
2. Larry the Cable Guy
3. Car Show
4. Queen of Queens

Finally, Historical revenues from July 2019 – July 2023 were reviewed.

A motion was made to accept the financial report by Mr. Palmer, seconded by Mr. George Motion passed unanimously.

### **OPERATIONS REPORT**

Ms. Tucker reported on the following information:

- TBT was a great success, attendance was lower than expected, mostly due to the fact that Best Virginia didn't make it as far as we had hope in the tournament.
  - Overall, we had 6200 fans in attendance over all 4 days
  - Concession's revenue was \$15,312.33
- We announced the Broadway season yesterday and receiving a lot of great feedback
  - Broadway season add on show - Celtic Woman
  - Globetrotters for March will announce September
  - Disney On Ice will announce – End of Sept (7 shows)
  - PBR announce - October

- Jerry Seinfeld has sold over 1900 tickets
- Nate Bargatze 2<sup>nd</sup> show is at 600 sold
- Alice Cooper – 1480 sold
- Ice Nine Kills – 2400 sold
- Working on several different shows for the theatre, for Winter & Spring
- Mark Stuckey (Ops Manager) left at the beginning of the month and I am in the process of posting the job externally. The crew is working well together and Justin, our production manager, has stepped in to assist until a replacement is found
- Kick-off a run at the theatre on Friday with PPL & Firefall – with events every weekend
  - The sidewalk project has been taking longer than expected at the theatre, but we have been assured that the vault will be filled, and a 5-foot pathway will be ready by our show on Friday
- We have scheduled a job fair at the arena for Sunday, September 10<sup>th</sup> – we have several double dates and will need some additional part-time staff to cover both venues
- Orientation for all returning and new employees will be held on Sunday, October 1<sup>st</sup>
- Ice will be installed starting on Tuesday, Sept 5<sup>th</sup>. We will be painting the markings and logos this year for a more professional look, WAHA starts practicing on Sept 15<sup>th</sup> and we are filling the calendar with PIHL and Lightning Birds
- Capital improvements have begun
  - Seats are being removed
  - Suite has been gutted and ready to start building
  - Seat rails will start within the next few weeks
    - These projects will be complete by opening day for the Nailers
- Kitchen expansion will take a bit longer, but all the old equipment has already been removed
- The Pepsi install is complete at the theatre and will take place at the arena at the end of September
- New concessions for the arena - So Nuts for Donuts, Dippin Dots, Max's Concessions will now be offering Tex-Mex with margaritas and BBQ

#### Security Updates

- All exterior doors are going to be replaced and key fobbed
- Open Gate security detection has been ordered and will arrive prior to Nailers season
- Waiting on final budget to see if we can install cameras

#### Marketing

- Currently taking bids for a new WesBanco arena website – will make a decision within the next few weeks.

Motion to accept the Operations Report – Mr. Culler  
Second – Mr. Croft

Motion passed unanimously.

## **COMMITTEE REPORTS**

None

## **NEW BUSINESS**

### **Ms. Tucker brought up a few items for discussion with the board**

- We have seen an increase in the homeless population in and around the arena. The new bus location seems to have brought more people our way.
  - I would like to add a few hours to our box-office staff 9-4, currently 10-2 so that we can lock our building during the day and have guests check-in upon arrival
- OVAC agreement
  - I am asking for board support regarding a change in the OVAC agreement
    - We currently are limited on concourse space and the ability to sell sponsorships
    - We have a lot of interest from companies that want to be involved not only with the Nailers but at the additional events within the building. I have been working with the Nailers to create packages that will service both needs to potential clients. I think there is a still a place for the OVAC here but it needs to be in a smaller capacity.

The GWSEA board agreed that both issues could be addressed, and a resolution found to keep the building locked during the day and an agreement with the OVAC to establish more concourse space for sponsorship and advertisement.

- Mr. Elliot made the board aware that some members of the board have expired terms. He informed everyone that he was looking into the situation and find out the reason that reappointments were not made after their expirations.

With no further business Mr. George made a motion to adjourn the meeting, seconded by Mr. Croft

Mr. Elliott adjourned the meeting at 12:43 pm.

The next regularly scheduled meeting of the Board will be at 12:00 September 26, 2023, at noon.

Respectfully submitted,

---

Glenn Elliott, Chairman

---

David Croft, Secretary