

DDA/Director's Meeting
March 21, 2013

- **Attendance:**

- DDA: Larry Ramsey
Marilyn Rogers
- Exec: Jani Cummings, AGM
Ernie Dellaverson, AGM
Melissa Wakefield, Exec. Admin.
- F&B
- Finance: Kent Jones, CFO
- Purchasing: Jerri Montgomery, Director
- Facilities: Ernie Caruthers, Director
- IT: Dave Clark, Director
- Marketing: Shawn Carlson, Director
- Security:
- Surveillance: William Cornell, Director
- Gaming: Bob Moritz, Director
- PR:
- Hotel: Bob Bergquist, Director
- H.R.: Hillary Shadwick, Manager
- TGA: Barbara Collier, Director
- Special: J R Mathews, John Thompson

Purchasing

- Pool furniture has been ordered, should have in 2 weeks

Facilities

- On track to have pool cleaned opened for the pool party in may

Gaming

- 143 participants at poker tournament
- Black jack school is starting March 25 thru June 7, auditions June 10 and 11
- New games
 - Family guy
 - Pawn stars
- Bad beat jackpot was won in poker room

Ernie D

- Pro forma (see attached)
- Player points
 - Why table game points than slots

Surveillance

- Access control at LC

Human Resources

- NNAHRA – legal summit

- Hams – next week
- Employee shopping
 - Marketing/HR “tent” sale – April 11
- 5 year service award
 - 5point/5 year token

Finance

- DOR Review
 - Actual vs Budget
 - Comparisons
- EBITDA Sensitivity Analysis

Hotel

- Occupancy is up
- Spa revenue up
- Pool open May 24 to guests

Marketing

- Analysis of new programs
 - Coin in up 23 million
- Club sign ups
 - Buffet and free play working
- Bussing
 - April, looking to be at 90-100 busses
- Entertainment
 - Review
- MMA
 - Battle ground MMA
 - In the parking lot in a tent
 - 15k – fight
 - 10-15 in production
 - DDA decision

IT

- Phone system – went through an update
- IGT upgrade in October

Jani

- Springfield Cardinals
 - June 23 – Downstream Day
 - PD Box days
 - May 26
 - June 16
 - July 7
 - Aug 11
- OK ABLE laws
 - Penny will be providing a bullet point out line of the law

- Kappa Tower
 - One initial meeting of the SOP/EOP group
 - Meet again after NIGA to get complete
- Executive Retreat
 - Deep sea fishing
 - Branson
 - After July 4
- Bright Ideas
 - Reviewed list of 51 ideas
 - Follow up
- Shawn - Marketing:
 - We need to honor our teachers. Please show our gratitude by giving them a couple of days with their meals 1/2 off and some Q play to go along. Give them \$5 free play if they already have a card. If they don't, give them an additional \$5 so if they are new they would have \$10 total. Have them show proof where they teach.
 - After discussion during review – what they would like to have researched is the idea of having a month dedicated to certain industries: ie: teachers 1 month, hospital personnel 1 month, etc.
 - Ladies Night at Legends with drink specials and DJ
 - Have stand-up comedians and/or armature night for \$\$\$ at Legends - make it like the Improv or Apollo
 - Sizzling Seat Scrabble: Winner every 30 minutes must be playing a machine with Q card. Spin wheel for a word in the puzzle - choose a letter in the word and win that prize. Daily high prize winner can choose to play the weekly drawing or take prize if not available for drawing. Weekly winner of drawing moves on to Grand Prize Drawing (final night). Prizes could be money, Q play, point multiplier. Grand Prize could be a new style SS Chevy with the right key.
 - After discussion – this is a really bad description of the promotion – but they did like the idea of a “Scrabble” Promotion, but would like to have a better idea for the details.
 - Auction idea: The last one I’ve scanned and pasted below. Again, it’s not really clear on the details, but it was agreed that a high end auction of some sort might be a great draw. Ernie D has some ideas about this if you would like to consort with him. Marylin Rogers would also be a good source of information about auctions in general as she is an avid auction participant.
- Bob B. - Hotel:
 - Using fitted bottom sheets (also watching for “pilled” sheets). This is based on guest feedback/complaints received by team members and from consultants
 - As a side note - Leaving the top sheets un-tucked. This is based on guest feedback/complaints received by team members and from consultants
 - Requiring a credit/debit card at check in for EVERYONE (comp’d or not). Based on financial losses due to not having a card on file.
 - Researching the possibility of a program to use our masseuse team members from the spa to offer shoulder/back massages on the floor on slower spa days/times. Based on group discussion/tribal suggestion.
- Kent - Finance:
 - in Star Machine possibilities (not a Bright idea submission – Kent’s idea)
 - Credit Union possibilities
- Dave - I.T.
 - “We need a name monitor over the restrooms so people at tables can look to see if they have won. Plus people on the machines don't have to get up and stop playing.” Note from Melissa - I assume she is referring to the restrooms by the Q Club and that this is in regards to hot seat and other promo winner names that are drawn.

Pro Forma = Income Statement

Measurable investment/event ($\text{Revenue} - \text{Expenses} = \text{Net Income}$)

Revenue

Gaming

Expenses

Tax

COGS

Free Play

Prizes

F&B

Rooms

Décor

Invitations

Postage

Total

Net Income

ROI

Pro Forma = Income Statement

Event Description: VIP Dinner

| | Pre Theo | Actual | Post Theo |
|-----------------------------------|-------------|--------|--------------|
| Revenue | | | |
| Gaming (100 customers w/\$500) | \$50,000 | | |
| Expenses | | | |
| Tax | \$5,000 | | |
| COGS | \$0 | | |
| Free Play | \$4,000 | | |
| Prizes | \$0 | | |
| F&B | \$10,000 | | |
| Rooms | \$8,000 | | |
| Décor | \$1,000 | | |
| Invitations | \$500 | | |
| Postage | \$50 | | |
| Total | \$28,550 | | |
| Net Income | \$21,450 | | |
| ROI | 43% | | |

Pro Forma = Income Statement

Event Description: VIP Dinner

| | Pre Theo | Post Actual | Theo |
|-----------------------------------|-------------|----------------|----------|
| Revenue | | | |
| Gaming (100 customers w/\$500) | \$50,000 | \$40,000 | \$60,000 |
| Expenses | | | |
| Tax | \$5,000 | \$4,000 | |
| COGS | \$0 | \$0 | |
| Free Play | \$4,000 | \$3,200 | |
| Prizes | \$0 | \$0 | |
| F&B | \$10,000 | \$10,000 | |
| Rooms | \$8,000 | \$8,000 | |
| Décor | \$1,000 | \$1,000 | |
| Invitations | \$500 | \$500 | |
| Postage | \$50 | \$50 | |
| Total | \$28,550 | \$26,750 | |
| Net Income | \$21,450 | \$13,250 | |
| ROI | 43% | 33% | |

Player Points

| Table Games | Name | Theo | Lifetime Points | Reinvestment |
|-------------|------|---------|--------------------|--------------|
| | MF | 809,550 | 112,481 | 13.9% |
| Slots | NN | 496,051 | 23,989 | 4.8% |