

Downstream Authority of the Quapaw Tribe of Oklahoma Regular Meeting
January 19, 2011

Meeting Called to Order: 10:11 am

ROLL CALL:	John Berrey, Chairman	Present
	Larry Ramsey, Secretary	Present
	Ranny McWatters, Treasurer	Present
	Marilyn Rogers, Member	Absent
	Tamara Smiley, Member	Late 11:08 am

DECLARATION OF QUORUM: announced by Larry Ramsey
Steve Drewes

Department Meetings

Marketing

Dave/Shelly/Ernie

Concert Ticket Update

- Starship
 - o 252 sold
 - o 550 player comp
- Liverpool Legends
 - o 88 sold
 - o 400 player comp
- Blue Oyster Cult
 - o 51 sold
 - o 400 player comp

Promotions

- **February 2011**
- \$50,000 Jackpot Jewels
 - o Dates: Fridays, February 4, 11, 18, & 25
 - o Drawings every hour from 6 pm – 11 pm for a chance to pick one of 10 jewelry boxes containing up to \$1,500 in cash or a necklace valued at \$5,000. See attached billboard.
- Chocolate Treasure Play and Earn
 - o Dates: Sunday, February 13 and Monday, February 14
 - o Guests earn 175 points on their Q Club Card and receive a free box of chocolates. Out of 2,500 boxes of chocolates
 - o 2,498 win between \$10 and \$100 in free Q-Play, 1 wins a diamond bracelet valued at \$2,000, 1 wins a diamond necklace valued at \$5,000
- Big Game
 - o Date: Sunday, February 6
 - o Downstream Casino is hosting a “Big Game” party in the Pavilion to watch the Super Bowl. Tickets are \$25 and available in Heckaton Gift Shop. Tickets include \$10 in Q Play, tailgate-style buffet, watching the game on a 16’X 21’ giant screen, an entry into our drawings: one at halftime for \$1,000 and second at the end of the game for a trip for 2 to the 2012 Super Bowl.
- \$10 Q-Play with Buffet purchase
 - o Dates: Mondays February 7, 14, 21, & 28
 - o All Q Club Card members receive \$10 in free Q-Play with a regularly priced dinner buffet purchase.

- Slots of Love
 - Date: February 14
 - Players purchase entries for \$10 at the cage beginning at 1:55 pm to 7:55 pm on February 14, 2010. Players may purchase more than one entry into the tournament. Players present their entries to the Q Club desk for \$10 in Q-Play. Tournament play starts at 2:00 pm with the top ten advancing to the “prize” round at 8:30 pm. Prizes are as follows: 1st place - \$4,000, 2nd place - \$2,000, 3rd place - \$1,200, 4th – 10th place receives \$100 in Q-Play.
- Luck of the Draw
 - Dates: February 7, 8, 9, 14, 15, 16, 21, 22, & 23
 - Luck of the Draw is our revolving monthly table games promotion. There are two 2 boards with 16 envelopes on them, one silver board, and one gold board. Envelopes will have a Chip redemption coupon in the denomination's of \$25 - \$500 When player hits an unsuited 6,7,8, or 7,7,7, player will pick one silver envelope When player hits a suited 6,7,8, or 7,7,7, player will pick one gold envelope
- Free Blackjack Tournament
 - Dates: February 3, 10, & 17
 - The first 42 players who signed up at the Q Club desk, Monday – Thursday weeks of the tournament, will qualify for a seat in the promotion. Players have the option of paying a \$20 buy in upon signing up. If players pay the \$20 buy in and win first, second or third place in the weekly tournament, the player automatically qualifies for the \$10,000 VIP Blackjack Tournament on April 7, & 8. This promotion consists of 3 rounds of play in pit 3. The first two hands will play 14 hands and the final round will play 21 hands. Each qualifier receives \$2,000 in tournament chips. After the first round, the 12 top chip earners and two wild card entries will advance to the 2nd round. The wild card entries will be the two players with the highest chip count that did not advance as stated in the rules. And the 2nd round, the 6 highest chip earners and one wild card will advance. At the end of the final round, the top three chip earners are to be paid. First place receives \$250, second place received \$150, and third place receives \$100.
- 10-10 Slot Tournament
 - Dates: February 7, 21, & 28
 - Players purchase entries for \$10 at the cage beginning at 1:55 pm to 7:55 pm on days of the tournament. Players may purchase more than one entry into the tournament. Players present their entries to the Q Club desk for \$10 in free Q-Play. Tournament play starts at 2:00 pm with the top ten advancing to the “prize” round at 8:30 pm. Prizes are as follows: 1st place - \$500, 2nd place - \$200, 3rd place - \$125, 4th – 10th place receives \$25 in Q-Play. The top ten participants who advance to the prize round will be given an invitation to participate in the \$10,000 Royal Winners on Saturday, April 2nd.
- Senior Day
 - Dates: February 3, 10, 17, & 24
 - All Q Club Card members who are age 50 and over receive 2X points from 6 am – 4 pm.
 - From 8:00 am – 2:00 pm, all Q Club Members age 50 and over receive a free entry into a slot tournament for a chance to win up to \$250 in Q-Play
- February Birthday
 - Dates: Monday, February 28, 2011
 - All Q Club members with a birthday in February will receive one free entry form from 10AM – 1PM and 7PM – 10PM. Drawings will be every 15 minutes to spin the birthday wheel for a chance at the following denominations: \$100 Q Play, \$50 Q Play, \$100 cash, \$500 cash and \$1,000 cash. Guests may participate in both the morning and evening promotion by reregistering at the Q Club. Player and one guest receive free birthday cake and coffee in Legends Sports Bar during the promotion.

- March 2011
- Pot O' Gold Plinko
 - o Dates: Sunday, March 6, 13, 20 & 27, 2011
 - o Drawings every 30 minutes from 12 – 6 PM. Winning player drops plinko puck in our Pot O' Gold Plinko board for a chance to win up to \$5,000. Bronze card holders will receive 1 free entry per day, Silver card holders will receive 2 free entries per day and Gold card holders will receive 3 free entries per day. For every 100 points earned, players will receive an additional entry.
- Fat Tuesday
 - o Dates: Tuesday, March 8, 2011
 - o To celebrate Fat Tuesday, we are giving away free beads (while supplies last). There will be a band, Josh Garrett and the Bottom Line from Houma, Louisiana who will be playing at Legends Sports Bar from 7PM – 11PM. \$1.00 draw beer specials and additional drink specials will be offered.
- Lucky 7 Play and Earn
 - o Date: Thursday, March 17, 2011
 - o Players earn just 75 points on their Q Club card in a calendar day and receive a free four leaf clover key chain. Players receive one per person per promotional period.
- Sizzling Seats
 - o Dates: Monday – Wednesday, March 7-9, 14-16 & 21-23, 2011
 - o Every 30 minutes from 9AM – 3PM, the marketing representative will randomly pick one table and seat location. Player sitting at the winning seat receives \$50 in cash. If there is no player in the seat chosen, the marketing representative will draw another table and seat location.
- Rake in the Cash Play and Earn
 - o Dates: March 2, 9, 16, 23, & 30
 - o Players earn just 150 points on their Q Club Card in a calendar day to receive a free rake. One free rake per person per day.
 - o A better quality of rake has been ordered than the initially sample. We will have a final production sample for the DDA to review before distribution.
- 10-10 Slot Tournament
 - o Dates: Monday, March 7, 14 & 21, 2011
 - o Players purchase entries for \$10 at the cage beginning at 1:55 pm to 7:55 pm on days of the tournament. Players may purchase more than one entry into the tournament. Players present their entries to the Q Club desk for \$10 in free Q-Play. Tournament play starts at 2:00 pm with the top ten advancing to the "prize" round at 8:30 pm. Prizes are as follows: 1st place - \$500, 2nd place - \$200, 3rd place - \$125, 4th – 10th place receives \$25 in Q-Play. The top ten participants who advance to the prize round will be given an invitation to participate in the \$10,000 Royal Winners on Saturday, April 2nd.
- March Birthday
 - o Dates: Monday, March 28, 2011
 - o All Q Club members with a birthday in March will receive one free entry form from 10AM – 1PM and 7PM – 10PM. Drawings will be every 15 minutes to spin the birthday wheel for a chance at the following denominations: \$100 Q Play, \$50 Q Play, \$100 cash, \$500 cash and \$1,000 cash. Guests may participate in both the morning and evening promotion by reregistering at the Q Club. Player and one guest receive free birthday cake and coffee in Legends Sports Bar during the promotion.
- Blackjack Tournament
 - o Dates: Thursday, March 3, 10 & 17, 2011
 - o Promotion is from 4PM – 7PM. The first 42 players who signed up at the Q Club desk, Monday – Thursday of each week will qualify for a seat in the promotion. Players have the option of paying a \$20 buy-in upon signing up. If players pay the \$20 buy-in and win first, second or third place in the weekly tournament then the player automatically qualifies for the \$10,000 VIP Blackjack Tournament on April 7th & 8th. This promotion consists of 3 rounds of play in Pit 3. The first two

hands will play 14 hands and the final round will play 21 hands. Each qualifier receives \$2,000 in tournament chips. After the first round, the 12 top chip earners and two wild card entries will advance to the 2nd round. The wild card entries will be the two players with the highest chip count that did not advance as stated in the rules. And the 2nd round, the 6 highest chip earners and one wild card will advance. At the end of the final round, the top three chip earners are to be paid. 1st Place - \$250, 2nd Place - \$150 & 3rd Place - \$100

- April 2011
- Progressive Cash Giveaway
 - o Dates: April 1, 8, 15, 22, & 29
 - o Bronze card holders will receive 1 free entry per day, Silver and Quapaw card holders will receive 2 free entries per day and Gold card holders will receive 3 free entries per day. For every 100 points earned, players will receive an additional entry.
 - o We will draw one player every thirty minutes from 6 pm – 10 pm, for a chance to pick one of 20 spots on a promotional board. 20 spots containing...
 - o 11 - \$250/ 3 - \$500/ 5 - \$1,000/ 1 - \$2,500/ 1 - Grand Prize amount
 - o Grand prize amount for Bronze members is \$5,000, grand prize for Silver members is \$10,000, and grand prize for Gold Members is \$15,000. If grand prize amount is not won, it will build each week by \$5,000. If the grand prize is won before the promotion is completed, it will return to the original amount.
- Blackjack Cash
 - o Dates: April 4, 5, 6, 11, 12, 13, 18, 19, & 20
 - o Players receive one drawing entry for an unsuited Blackjack, and two entry forms for a suited Blackjack Monday, Tuesday, April 4, 5, 6, 11, 12, 13, 18, 19, & 20 from 9 am – 6 pm. Drawings on Wednesdays April 6, 13, & 20 for a chance to pick from 19 envelopes containing the following amounts, 1-\$1,000, 1-\$500, 3-\$200, 4-\$150, and 6-\$50.
- VIP Blackjack Tournament
 - o Dates: April 7, & 8
 - o Carlos is working on all details. We have a meeting set with David, Carlos, Ernie and myself on Friday, January 28 to finalize the details.
- Senior Day
 - o Dates: April 7, 14, 21, & 28
 - o All Q Club Card members who are age 50 and over receive 2X points from 6 am – 4 pm.
 - o From 8:00 am – 2:00 pm, all Q Club Members age 50 and over receive a free entry into a slot tournament for a chance to win up to \$250 in Q-Play
- Weather Radio Play and Earn
 - o Dates: April 10, 11, & 12
 - o All Q Club Card members who earn 150 points on their Q Club Card will receive a free weather radio at the Q Club desk.
- \$55,000 Tax Day Giveaway
 - o Date: April 18
 - o Bronze card holders will receive 1 free entry per day, Silver and Quapaw card holders will receive 2 free entries per day and Gold card holders will receive 3 free entries per day. For every 100 points earned, players will receive an additional entry.
 - o Players will be drawn every hour from 12 pm – 10 pm to pick from 15 different Uncle Sams hats with the following denominations in them - \$200, \$300, \$400, \$500, \$600, \$700, \$800, \$900, \$1,000, \$1,500, \$2,000, \$2,500, \$3,000, \$4,000, & \$5,000.
- April Birthday
 - o Dates: Monday, April 25
 - o All Q Club members with a birthday in April will receive one free entry form from 10AM – 1PM and 7PM – 10PM. Drawings will be every 15 minutes to spin the birthday wheel for a chance at the following denominations: \$100 Q Play, \$50 Q Play, \$100 cash, \$500 cash and \$1,000 cash.

Guests may participate in both the morning and evening promotion by reregistering at the Q Club. Player and one guest receive free birthday cake and coffee in Legends Sports Bar during the promotion.

- Royal Winners Slot Tournament
 - o Date: Saturday, April 2nd
 - o Downstream Casino Resort will guarantee \$10,000 in prize money for 50 or more active guest participant entries. 49 active guest participant entries or less will guarantee \$5,000 in prizes.
 - o All prizes will be disbursed to the twenty (20) highest credit totals in the semi-final rounds and final round.
 - o Eligibility and entries will be limited by 10-10 score invitation or by invitation by Player Development or the Slot department.
- May 2011
 - o Mother's Day gift card drawings
 - o Beach towel and bag play and earn
 - o Bass Pro Shopping Spree
- June
 - o Progressive play and earn - iPod Nano, iPod Touch, iPad
 - o IMillions large floor display game board

Summer Concert Series

- Discussed possible options provided by Resorts Entertainment
 - o Names of Interest
 - Doobies
 - Chicago
 - Huey Lewis
 - John Fogerty
 - Earth Wind & Fire
 - Jason Aldean
 - Tony Bennett
 - Dierks Bentley
- Will go back to Resorts for avils/cost

Four State Championship Bar B Que Cook Off

- Kansas City Bar B Que Society Sanctioned Event
- Possible Labor Day weekend
- Attend a prior event in Springfield to become a certified judge
- Logo options reviewed – DDA would like to see something the better represents the Casino/Hotel

Player Development

- What has happened
 - o NYE VIP parties \$695,000 over weekend
 - o VIP Red Oak party \$260,000
 - o VIP Points Exchange \$305,000
- What is happening
 - o Commission Plan in place for Casino Hosts
 - o Would like to explore PD opportunities with AA, Barry Switzer, and Dallas
 - o Pavilion Concert Series not showing strong interest
- DDA requested that Ernie put together a marketing plan for Dallas with the addition of American flights from Joplin Airport.

Brand Audit Review

- Have presented our brand positioning statement to Marketing Focus
- Brand Audit results are in the mail
- Will also meet with Sharon/Choice to build our property branding guide

- Much of their time for audit was based on studying our marketing research, so we talked them into adding them giving input on a new “look” or “shell” to get us going in right, consistent direction

Advertising

- Put out 2011 calendars (pocket folders and wall calendars with offers for Gold/Silver)
- Continue to rotate new Switzer/Daly spots (Tulsa, Springfield, NWA, Joplin), with our ongoing promotional spots playing too
- Meeting with Marketing Focus on 24th; along with them giving their audit results, we also convinced them to assist with some new creative working with DCR Marketing and Choice teams
- Feb Newsletter/collateral done; working on March
- Plan is to cut back on mass marketing and focus more on direct mail (more focused)
- I-44 Signage
 - o Adding (2) new signs coming from each direction
 - o Will be adding 3 major restaurants and RV/Semi parking logos
 - o Will cost about \$3000 more a year, but brands our restaurants and RV/Semi options for transient traffic

Sales

- Even though moved out of Marketing, still working on upcoming trade show scheduling, getting better staffing at shows, working with Chambers on upcoming events, cutting back on some of the fairs, summer events where our presence isn’t needed, but can do more ticket backs, etc

Q-Club

- Launched new Rewards Program on 17th; give guests 10,000 new catalog options to redeem their points (brand names like Bulova, Bose, Apple, etc); **discuss display areas and options**
- Continued education of the club and it’s benefits in an attempt to get card usage up to 60%; currently around 57%
- New member mailer/fader/kill list mailers continue
- Want to do more direct mail in 2011 (work on that lower level and try to get them to move up to Silver/Gold)
- 213,007 active members currently, which we mail to approximately 52k+ with offers
- 98% are Bronze, 1.5% are Silver, .05% are Gold
- 70% are from Missouri, 14% are from Kansas, 6% from Oklahoma, 7% from Arkansas and 3% transient

Busing

- Still averaging 95-100 buses/month
- Been doing a lot of work with Josh in Finance on finding out how profitable each bus is and putting a program in place where we only pay commissions if they are playing at expected level; trying to improve ROI in the bus program
- doing annual audit of competitors packages, etc
- Launched Monday/Tuesday promos to push more traffic on those days (offering up giveaways, Q Play, etc)

BREAK 12:22pm – 1:29pm

Slots/Tables/Poker

Bob/Carlos/Elliott

Poker

- Attached presentation
- 2011 Revenue
- Team Members
- Current Initiatives
 - o Hot Seat Drawings
 - o Poker Tables and Dealer Chairs
 - o New tables

- Heartland Poker Tour
 - o Change to event has added time to it
 - o Feb 17-27, 2011

Table Games

1st Quarter Table Games Review

- October 7th, 2010 new pay rates were implemented in the Department.
- Approximately 30 new Dual-Rate Supervisors were promoted.
- Schedules were set for a 70/30 ratio as far as Dealing shifts to Supervisor shifts for Dual Rates.
- Our Hourly payroll expense was about 100k below 1st Quarter budgeted amount and about 50k less in hard cost then 1st quarter 2010.
- .25 cents per hour dealer contribution with 100% company match program was instituted for additional Dual/Rate floor pay.
- Recently posted for 3 Fulltime supervisors. Should have interviews and positions filled before January 28th.
- Re-alignment of tables on the floor was planned, approved and completed for January 18th, 2011. This included:
 - o Removal of Card Craps
 - o The addition of 2 more INBet side bet Blackjack games in order to create additional revenue.
 - o The addition of a much needed additional Blackjack table in Pit 1.
- New product has been looked at for our mix such as:
 - o Additional side bet Blackjack games.
 - o 3CP Progressive (which means a side bet for 3CP).
- We currently have 209 gaming positions on the floor with:
 - o 113 fulltime Team members.
 - o 28 Part time Team members.

2011 1ST QUARTER TABLE GAMES ANALYSIS

	<u>TOTAL DROP</u>	<u>ANTE</u>	<u>PLAYER'S POOL</u>	<u>TOTAL REVENUE</u>	<u>HOLD %</u>
<u>BLACKJACK</u>	\$7,833,316	\$1,056,310	\$608,923	\$1,665,233	21.3%
<u>21+3(BJ)</u>	\$1,370,299	\$409,029	(\$110,766)	\$298,263	21.8%
<u>INBET (BJ)</u>	\$1,445,199	\$395,703	(\$76,392)	\$319,312	22.1%
<u>CRAZY FOUR POKER</u>	\$704,752	\$92,055	\$22,158	\$114,213	16.2%
<u>ULTIMATE TEXAS HOLD'EM</u>	\$1,005,591	\$111,919	\$188,743	\$300,662	29.9%
<u>THREE CARD POKER</u>	\$923,130	\$128,559	\$96,144	\$224,703	24.3%
<u>CARD CRAPS</u>	\$341,033	\$37,979	\$13,097	\$51,075	15.0%
<u>1ST QUARTER TOTALS</u>	<u>\$13,623,320</u>	<u>\$2,231,553</u>	<u>\$741,906</u>	<u>\$2,973,459</u>	<u>21.8%</u>

- o Training Program
 - o Advancement Structure
 - o Preventative Maintenance
- IGT
 - o Contract up this Year November
 - o Game Saturation
 - o Trade 100 Games - Value
 - o Deal for Games, New Product, Floor Manager, Game Library
 - o Space for New Product

Finance

Kent

- EBITDA
- 1Q 2011
 - o 12.3 Budget
 - o 15.3 Actual
 - o 11.0 last year
- JAN '11
 - o 4.65 million on track to hit budget
- FY 2011
 - o Budget is 59 million, currently meeting
- NYE
 - o Highest Coin in \$14.9 million
- Investor Conference Call for 1Q FY 11
 - o Feb 10 at 1pm CST
 - o Financials available for review on dashboard – Feb 7
- Interest Payment
 - o April 2011 is fully funded
 - o October 2011 6 million is currently funded
- FY 2012 Budget
 - o Prep begin approx end of April
- Personnel
 - o Cassie Mayfield; just completed 9 weeks in finance
 - o Currently cross training cage/count/ income audit
 - o Becky Kee new Cage Manager scheduled to start Feb 8
- Credit Program
 - o Approx \$7,000-\$9,000 in returned markers
 - o 25 players have approved credit
- Meeting with Wells Fargo
 - o Jan 24-25
 - o Update on credit markets
 - o Current options for DCR
 - o Potential for expansion capital

Food and Beverage

Brian/Lucus/Patrick/ Penny

- Wa Na Bee Dea:
 - o Presented options for new chef shirts. Same type of shirt that other depts are currently wearing
 - o DDA recommended that the Wa Na Bee Dea employees have the chance to pick the color
 - o Current Chef Coats Cost: \$21
 - o New proposed Shirts Cost: \$20.50 including Logo

Consensus of the DDA to go with the shirts presented as the uniform for Wa Na Bee Dea.

- Silverware:
 - A change in silverware due to the increased cost compared to other silverware. This change would happen gradually. Would start with new silverware in Buffalo and as we run low on supply we would change over in all outlets.
 - Current Silverware Cost: \$280.32 per dozen
 - New Options presented
 - Bague: \$55.66 per dozen
 - Andorra: \$68.72 per dozen

Consensus of the DDA to change the silverware to the Bague option that was presented.

- Red Oak Table Lamps:
 - Due to the cost of fresh flowers we would like to request a change from flowers to a table lamp.
 - Fresh Flowers Cost: \$16,900 per year
 - Table Lamps Cost: \$826.80
 - Battery operated bulbs
 - DDA suggested getting a shade cover with something DCR on it. (Swirl, logo, etc.)

Consensus of the DDA to move to the lamp. Options will be brought to the DDA for final approval.

- Fresh Flowers in other outlets
 - Discussion of going with a “table –tent” or another form of advertising.
 - F&B will get some option to bring to the DDA for review and approval
- EDR Remodel
 - Reviewed proposed design
 - Estimated cost \$90-\$100 thousand
 - See attached scope of work and budget

Motion by DDA Treasurer Ranny McWatters to approve the proposed changes to the EDR. Seconded by DDA Secretary Larry Ramsey. Vote: JB: yes; LR: Yes; RM: yes; MR: absent; TS: yes (4 yes, 0 no, 0 abstaining, 1 absent) Motion Carries.

- Beverage Schedule Ranking System
 - See attached plan and sample schedules
 - Date of Hire
 - Currently based on time in position
 - Need to adjust to give credit for length of time at Downstream
 - Attendance
 - Change to be weighted by quarter
 - Disciplinary Actions
 - Change to be weighted by severity and time since issue
 - Reevaluate system and re rank the team members
 - Have a MANADATORY meeting with all employees to review the system
 - Credit for positive items

General Manager Updates

- DCR Learning Center signage
 - Samples and bids presented by Vital Signs – see attached
 - Consensus of the DDA to go with the 5’x12’ sign on the side of the building.
 - Approx cost \$6,213.89
- Thompson Agreement – sent back to John for final review after getting back from legal
- Klaus Robinson – Feasibility study, information has been forwarded as requested

Razorback Foundation

- Annual Football Pledge of \$50,000

Motion by DDA Secretary Larry Ramsey to approve pledge. Seconded by DDA Treasurer Ranny McWatters. Vote: JB: yes; LR: Yes; RM: yes; MR: absent; TS: yes (4 yes, 0 no, 0 abstaining, 1 absent) Motion Carries.

Reorganization

- New executive management position to replace SR VP
 - o Discussion of who to fill - Jani Cummings
 - o Asst. General Manager or similar
- Marketing
 - o Separate into two divisions: property and gaming
 - o Property
 - Advertising
 - Busing
 - Q-Club
 - Promotions
 - o Gaming (Player)
 - Player Development
 - High end players
 - Increase the top 20%
 - New markets/ players

Donations

- Oh-La-Lafayette – \$500 Runway Sponsor - YES
- Grove PTO – Walk-a-Thon, room and dinner - YES
- Cornerstone Spartans – Valentine’s Banquet silent auction, room and dinner - YES
- Hitmen Baseball – Poker Night silent auction, room and dinner - YES
- Aim High Academy – Gold Medal Night auction, room and dinner - YES
- Oklahoma Safety Council – Safety & Health Conference, 250 logoed water bottles & room and dinner - YES
- GYN Cancer Alliance – Casino Night and silent auction, room and dinner - YES
- Northeastern Tribal Health – “King and Queen” employee event, dinner for 2 x2 - YES
- St. John’s Regional Medical Center – Employee Health Awareness 4 month event, weekend stay and dinner at red oak - YES

Adjourn 5:16pm