

DDA/Director's Meeting  
February 7, 2012

- **Attendance:**

- DDA: John Berrey  
Ranny McWatters  
Larry Ramsey  
Marilyn Rogers  
Tamara Reeves
- Exec: Jani Cummings, AGM  
Melissa Wakefield, Exec. Admin.
- F&B: Brian Kenney, Director
- Finance: Kent Jones, CFO
- Facilities: Ernie Caruthers, Director
- IT: Dave Clark, Director
- Marketing: Shawn Carlson, Director  
Kathy Bergquist, Manager  
Brandy Lake, Promo coordinator
- Security: Bill Goodwin, Director
- Surveillance: William Cornell, Director
- Gaming: Bob Moritz, Director
- PR: Sean Harrison, Manager
- Hotel: Bob Bergquist, Director
- H.R.: Hillary Shadwick, Manager
- TGA: Erin Shelton, Deputy Director
- Special: Tim Brown, Chris Roper

Manager's Breakfast

- Went well, good attendance – will continue once a month.

Update from last meeting

- Marketing
  - Service industry night – program already in place, ads will run starting Feb 8
  - Honoring Our Warriors – program in place , ads will run starting Feb 15
  - Preferred Friend program
    - Reviewed Logo options, group consensus



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- Drawing once a month, 5 names for \$100 each

- Bright Ideas
  - Logo options reviewed, group census



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- Suggestion box to be placed in the EDR
- Feb will be the first month for voting

- Marketing

- Play and earn item review
  - Luggage, consensus to go with the travel pro option
  - Corning ware, use the cup for sign up then a piece a week for a month
  - Grind Play – Month of “Play & Earns”
    - A selection of items they can choose from every time they earn the required number of points.
      - Tervis tumbler – Downstream/Outlets logo
      - Paper towel holder – like the idea, but want better quality
      - Salt/Pepper Grinders – look for hand grinders instead of battery operated.
  - Blankets – still looking for options
  - Quesadilla Maker – Cinco de Mayo, take home to try out.
  - Utensil set – yes, looking to combine with mixing bowl set. Waiting on samples
  - Tailgate Package
    - Folding camp chair – 3 color options
    - Stadium chair – 3 color options
    - Folding camp table
    - Picnic blanket
    - Grille set with cooler – look for something else

- Billboards
  - Wizard of Odds, 9 options presented
  - Group census



- Bussing
  - Reviewed existing and proposed packages
  - Approved changes:
    - Proposed Package**
      - 6 hour day
        - \$20 commission and choice of passenger package as follows
          1. \$20 Q Play
          2. \$15 Q Play & Free buffet
      - 4 hour stay
        - No Changes Needed

- \$10 per person commission
- \$10 Q Play
- Danish/coffee

**Proposed Overnight Package**

- 1 night stay
  - \$39 room rate/winter months
  - \$49 room rate/rest of the year
  - \$20 per person commission
  - \$10 Q Play & free buffet, coffee and Danish
- 2 night stay
  - \$39 room rate/winter months
  - \$49 room rate/rest of the year
  - \$30 per person commission
  - \$20 Q Play & free buffet, coffee and Danish x2

- Poker Room

- Harley Giveaway
  - 3 motorcycles (each w/\$500 gift card and rider's safety course)
  - Displayed in Poker Room starting March 1
  - Cost
    - \$32,175 total
    - \$10,000 each motorcycle
    - \$1500 gift cards
    - \$675 rider's edge classes
- After discussion decided NOT to do promo.
  - Worried about the size of the motorcycle for that price

- Hotel

- Newsletter Matrix offer (March/April) reviewed
- Hotel packages
 

<ul style="list-style-type: none"> <li>▪ One Night</li> <li>\$99 – one person</li> <li>\$109 – two people</li> <li>\$129 – three people</li> <li>\$149 – four people</li> </ul>	<ul style="list-style-type: none"> <li>Two Night</li> <li>\$178 – one person</li> <li>\$198 – two people</li> <li>\$238 – three people</li> <li>\$278 – four people</li> </ul>
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Includes

<ul style="list-style-type: none"> <li>1 breakfast buffet per person</li> <li>\$10 Q-play per person</li> <li>20% spa discount</li> <li>20% retail discount</li> </ul>	<ul style="list-style-type: none"> <li>2 breakfast buffet per person</li> <li>\$20 Q-play per person</li> <li>20% spa discount</li> <li>20% retail discount</li> </ul>
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- Amenities – reviewed Verde collection, get pricing and additional information on bottle options
- New position addition
  - Assistant Front Desk Manager
  - Consensus to add the position

- Facilities
  - Work space move – in progress
  - Kappa Tower outside break room – on hold for now
  - One man lift for Kappa Tower
    - Group census to order
- Finance
  - Review and discussion of the last two month
  - Discussion of DOR
  - Discussion on upcoming capital x projects.
- Chris Roper
  - Upcoming Projects Overview
    - I-44 road project - \$1,809,527 – starting soon
    - Warehouse - \$500,000
    - Trash building - \$250,000, on hold
    - Buffalo Trail - \$300,00 to \$1,100,000 – break down in stages

Adjourn 2:22pm

\*\*\*Ideas/Topics for further future review\*\*\*

1. Bounce back for bussing
2. Bonus for bus operators
3. Overnight stay on weekends
4. Outdoor break facility for Kappa Tower