

DRAFT

**SQUAXIN ISLAND TRIBAL COUNCIL
LITTLE CREEK CASINO
January 13, 2010**

Attendance:

Tribal Council	Dave Lopeman	Chairman (<i>arrived at 10:47</i>)
	Arnold Cooper	Vice Chairman
	Pete Kruger	Secretary (<i>absentt 10:08-11am</i>)
	Andy Whitener	Treasurer (<i>travel</i>)
	Misti Saenz-Garcia	1st Council Member
	Marcella Castro	2nd Council Member (<i>absent</i>)
	Charlene Krise	3rd Council Member
Little Creek Casino	Cameron Goodwin	
	Mark West	
	Michael Peters	
	Mitch Corbine	
	Martin Meyers	
Tribal Gaming	Desi Smith (<i>arrived at 10am</i>)	
Executive Director	Ray Peters	
Legal Counsel	Kevin Lyon	
Island Enterprises	Bobby Whitener	
Recording Secretary	Melissa Puhn	

Arnold called the meeting to order at 9:19 a.m.

Cameron handed out a financial report and briefed on the income statement for October. The financials are much stronger than prior year. Cameron discussed October expenses.

Advertising was discussed; billboards vs. television. Martin explained that television is more of a “branding” where billboards are more of a “reminder.” Television is extremely expensive. Martin is working on appropriate advertising in the right places. Currently LCC has billboards and signs on transit busses in Olympia. They are researching radio advertising again, and are looking at television. He would rather spend money on floor promotions instead of television advertising. Michael explained that marketing had to reallocate costs and utilize direct mail.

Cameron continued with the total operating cost report. The property did okay with controlling expenses.

Arnold asked about the financials for November and December; and if the reports will ever be caught up with the meetings. Cameron stated that he reorganized the financial department and will get caught up with reporting. November finances will be ready to report within a few days, and can be reported at the LCOB meeting the end of this month. The financial staff is now cross training.

First month of the fiscal year there is not much to report; all looks good so far.

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Cameron reported on the 2009 audit which is about two weeks away from being finished. So far he sees nothing that will prevent from completing on time. Everything is in line. The auditors are here on property now and tomorrow should be their last day on site.

Desi helped answer questions regarding the audit. Council discussed the audit with Moss Adams.

Cameron shared the casinos debt to other departments/entities; the casino is getting caught up and continues on the agreed payment schedules. Bobby mentioned that if the casino produces higher revenue, he feels that it will be unnecessary to increase the debt payments. It would be better to stick to the payment schedule and use the additional revenue for capital expenses.

Mark West briefly went over the unaudited November and December revenue.

Mark provided a Gaming Operations report. Mark briefed on the win-per-unit on each machine, Bally's, MGAM, IGT and Rocket. Discussed working on new machines and how to get new machines and new games on the floor; but without increasing costs. Mark has been working on ways to do that without costing more money. He discussed the numbers on the machines and would like to get to 975 machines on the floor. Will exchange some older machines for new machines. Mark explained what will be replaced and how many. Discussed getting Williams Games on the floor. If LCC gets that machine before competitors, may get new patrons.

Mark went over the December Table Games numbers, Poker numbers which were good because of the poker event. Mark proposed if poker could be moved upstairs that would open existing room for keno and pull tabs, opening up that existing keno space for more machines. Poker won't be moved at all until additional machines are brought in.

(see attached) Mark continued with the Keno report, which is doing well; provided the Class II and III machines report.

Mark provided a report on New Years Eve; this was their best night ever with a headcount of over 15,000 people. The property is getting more efficient with a better product. The day of the week helped quite a bit; having NYE on a Thursday this year. Desi shared that from a regulatory perspective surveillance watched soft count, and the cash piled up was huge. There was 1750 people on the floor at one time before the show started.

Michael provided a hotel report (see attached). December was a busy month and hosted many Christmas parties. Hotel raised and distributed many coats and toys to local clubs and the tribe. December occupancy was 51% and the average rate was \$108.

Charlene asked about a training she attended regarding TGA. She learned about people who try to start meth labs in hotel rooms. She wanted to know what is done to prevent that from happening. Michael stated that drug use does happen and fortunately hotel rooms have not been used for that. The hotel works closely with security and SIPD if anything comes up. Arnold asked if it is standard for hotels to charge a deposit. Michael stated that they charge a deposit if a guest uses cash to pay. The deposit is \$50 which is low for a deposit. If using a credit card there is a pre-authorized deposit that is not charged unless necessary. That amount is held for up to a couple of days by the bank;

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Cameron emphasized that is not the Casino but the Bank that does that. Everything is explained in the paperwork that is signed upon check-in.

Resort sales is working on the pow wow which is coming up next month; February 20-21st. Charlene stated that the MLRC and Tourism would like to help.

Michael stated that during the cold spell, some pipes froze. Nothing major and the issues have been fixed. He also highlighted that the other escalator chain was replaced and next week the main breaker on the Casino side will be replaced. The casino will be closed at 2am on the 20th for that. That will be advertised.

Michael reported on food and beverage. They are working on the menus F&B had a good new years eve. There was a dart tournament during the weekend and was a successful weekend. He shared the moving of the coffee stand to the deli in non-smoking. This would help with staffing the stand.

Lummi is here for their retreat. Bobby would like to host a Council lunch tomorrow at noon with Lummi.

Martin Meyers provided a marketing report. (see attached) They are revamping the direct mail program. They do a good job in obtaining new members, but not so in taking care of the current members. Working on improving that area.

Discussed promotions (see attached).

Discussed Entertainment (see attached). Cheech and Chong will be here February 26-27th. Discussed the advertising and promotions. Still working on the entertainment calendar and bookings for this year. They are working on not offering the same show that is offered within 100 miles of LCC or something that has been here in the last 24 months.

Sent out a marketing audit and will be presented to the Executive Team in February. Working on improving the marketing.

Martin is working on a new staffing plan to revamp the department to better suit the casino needs.

He is working with KTP on gas cards.

Working on sponsorship guidelines; if they are asked to make a monetary contribution to teams, sports, etc.

Working on improving signage and lettering.

Arnold asked about the golf course and how it fits in to the marketing plan. Martin stated that he created a marketing plan for the course previously; it just needs to be readdressed. Bobby stated that best case there is a soft opening this fall, and a grand opening next spring of 2011. Mitch assured that they will be prepared for an opening and will have a marketing plan. Bobby stated that as of now there needs to be a national golf strategy and determine who pays for it.

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Discussion about the player club card and the ability to buy a Visa gift card at the Casino, and they are good at LCC, KTP and MLRC for any purchases.

Mitch provided an HR report (see attached). Discussed the Career Path Development Program. That department has been moved to HR.

Arnold asked about the tribal liaison position. Cameron stated that he has seen her here on property twice. Council provided her a phone. Michael thinks that she has her number and hours posted in the employee lunchroom.

Mitch provided an update on Capital Projects. Korsmo provided a bid for the mezzanine project. The estimate for the project is much higher than anticipated. They will send out an RFP and get some solid bids. Hoping that the bids will come in less. Michael stated they estimate it could take 4 months to complete if they do a partial closure; if the close Starlight it could take 30 days. They could relocate some of the machines that would be lost, and could probably transfer a lot of the services.

Misti stated that the Housing Commission used Korsmo and she stated that they were disappointed with Korsmo; she does not want to see the casino settle for the lowest bid if they have a poor attitude and work. Mitch shared that they formed a design team and he would like to see more cultural art and colors on the casino floor, similar to the hotel area.

Ray asked about the tracking system, and he would like to know how big of problem it is. Mitch stated that is a priority in regards to projects. Technology and staying current saves a lot of energy in the long run. Martin stated that anything that deals with drawing in patrons revolves around that database.

Cameron shared that they are “expiring” points if they remain inactive for 18 months.

Bobby stated that he and Ray, Mitch and Kevin need to plan a trip to Austin to meet with Multi Media and Golf Works.

Dave stated that Council is asking all Directors to attend the General Body Meeting on Saturday. It is up to Mitch who needs to attend; he needs to be there.

Meeting adjourned at 1pm.