

CORPORATION MEETING MINUTES || 10 24 23

Regular Meeting

- The Board called meeting to order at 12:01 PM
- No public comment
- Motion to approve minutes for September 26, 2023 Board Meeting
 - Approved by Jay Stoyles, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Paula Lynch, Director of Finance, and Nick Landy, Vice President of Administration, provided a financial update
 - September saw a net gain of \$42,000 over budget
 - Income was \$18,000 better than budget
 - Expenses year to date are better overall
 - The DMO had a net gain as well; better than budget
 - Expenses were down 30% for September
 - Nick commented and highlighted report of financial performers
 - January – August saw negative numbers; September now saw positive numbers
 - Food & Beverage catering income was over budget
 - Nick commented on the corporation forecast; upward trend towards December
 - DMO expenses are down
 - The Corporation will see a strong December
 - Year end is projected to be better than budget
 - Caveats through the end of the year are TBD revenues, expense control and partner incentives
 - Joe commented on 2024 cash flow, budget and depth of reporting
 - Nick commented on live entertainment

- Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - A Request for Proposal was sent out for the visitor's guide; a partner has been selected with no cost for 2024 due to new revenue share
 - There is value added with partners and publications
 - Marketing has seen a great surge in ticket sales for live entertainment in promotions
 - MCC has seen much recent media coverage
 - Marketing continues to participate in Task Force meetings; re-envision Rochester was revisited
 - The Task Force discussed bringing back Rochester to the forefront; business recruitment, hospitality growth
 - Joe commented on reinventing Rochester and reaching out to new potential businesses
 - Several new restaurant have been announced; a new Korean inspired restaurant was presented
 - Joe commented on new restaurant opening
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC revenue was booked over budget year to date
 - Hotel room nights are about even for September
 - Sales is seeing many first time client contracts as well as returning clients; a mix of event types
 - Sales is developing strategies to remove barriers and create partnerships to support small non-profit group use of MCC
 - Support is being improved that is provided by DMO to event planners; assistance with accommodations and enhancing attendee experience when outside of MCC/offsite
 - Planner fam trip was hosted; 14 planners for 24 hours with hotel partner collaboration
 - Sales has been working with Marketing to get the message out about Rochester to potential clients
- Bucky Dame, Interim General Manager, provided an operational and event update
 - Bucky highlighted live events and convention entertainment

- MCC has 18 shows for the remainder of 2023; mid-August to today had hosted 18 events with 5 live events in 3 days
 - Bucky discussed upcoming events and amount of tickets sold
 - MCC has seen staff turnover; moving forward with new employees
 - Additional staff has been brought into help with heavy periods
 - Joe commented on staff support
 - Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - Joe introduced Tom McDonnell, OVG
 - Tom commented on visiting Rochester
 - Jeana highlighted the busy month with a mix of conventions, live entertainment and weddings, with custom food and drinks
 - MCC has seen a cultural mix of groups in the building
 - Food + Beverage saw it's most successful month ever at MCC
 - Joe commented on number of events
 - Joe Ward provided an organizational update
 - Kelvin Moore, Regional Director, thanked interim General Manager, Bucky Dame, for his time
 - A new General Manager will start early November; Kelvin commented on staff changes moving forward
 - Joe discussed the 2024 budget and will provide a draft; contract needs to be revisited
 - Meeting adjourned 12:59 PM, approved by Jay Stoyles, seconded by Jess Hemenway; motion carries unanimously
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