

CORPORATION MEETING MINUTES || 10 25 2022

- Board called meeting to order at 12:06 PM
- No public comment
- Motion to approve minutes for September 27, 2022
 - Approved by Jess Hemenway, seconded by Marco Lanz; motion carries unanimously
- President's Report, Joe Ward
 - Joe reported the 2023 budget is wrapping up
- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for September financials
 - The organization had another great month
 - Eight events were added
 - Several successful live events were hosted
 - DMO is on track for budget
 - The 2022 budget loss is less than expected
- Joe Ward, continued President's report
 - The contract with the COR will be amended to clarify reserve fund contributions by the organization
 - Board approval will be needed for rewording
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Skyway/Subway maps have been updated and installed; this was a partnership with downtown partners
 - The maps have a new look and also new promotional material for the When In Rochester app
 - AAA Living is featuring Rochester in January/February issue; this issue is geared towards lifestyle publication
 - Experience Rochester will participate in a group tourism partnership in July of 2023 hosting 46 adults visiting several places
 - Future tour package options include trolley tours and partnerships with other tourism bureaus
 - The organization hosted a booth at an employee appreciation event on Peace Plaza

- The booth handed out 1500 cookies in less than an hour and featured a photo booth
- A Guinness world record was set at MCC with a large convention creating a donut wall with donations of over 3,000 donuts and supporting a fund raiser
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC revenue was over budget for another concurrent month
 - YTD, the organization continues to be ahead of booking pace
 - Booked room nights were over goal and continues to pace over goal for Q4
 - Angie has been reaching out to meet with local partners
 - Sales continues to concentrate on civic engagement
 - Sales is deep diving into tradeshow to find ROI
 - Four large tradeshow are being attended in Q4; shows include promoting and exhibiting for Rochester
 - Joe commented on networking
 - Joe also commented on catering sales and organizational chart
 - A new position has opened up for Catering Sales Manager
- Charles Lawrence, Regional General Manager, provided a food and beverage update
 - Charles gave an update on staffing changes and momentum
 - Several open positions are looking to be filled; Charles discussed internal positions
 - Internal staff has been supporting changes
 - OVG has been sending resources from other building to help staff
 - Catering sales had a busy month serving several large events
 - Joe commented on Charles update and re-enforcements showing up to help
 - Alison commented on the good partnership; and the building needs
- Joe Ward, additional President's report

- An RPF has been sent out and posted on ER website for a hotel feasibility study consultant
 - Paul Jansen, General Manager, provided an operational update
 - A busy month with 55 events held at MCC
 - More live entertainment has been booked recently
 - Several holiday shows are upcoming; and a newly created New Year's Eve event
 - Paul attended a national live entertainment conference
 - There continues to be hesitancy from tours and customers; late ticket buying in shows is common
 - There are positive trends being seen with bigger artists playing at smaller venues
 - Paul has been working with local groups on redoing contracts
 - Angie and Joe both commented on hosting events
 - Alison suggested visiting other venues/facilities
 - Joe commented on partnerships with other venues/facilities that hold small events
 - Paul gave an update on staffing needs
 - Staff has been extremely busy, but doing great keeping up
 - Joe Ward, provided meeting updates
 - Joe requested a special Board meeting for November and December combined; the Board agreed to 11 29 22
 - Alison commented on next City Council meeting
 - Joe W commented on empty lot downtown
 - Meeting adjourned 1:09 PM, approved by Marco Lanz, seconded by Jess Hemenway; motion carries unanimously
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