

CORPORATION MEETING MINUTES || 10 26 2021

- Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for September 28, 2021 meeting:
 - Approved by Bill Wiktor, seconded by Jacob Malwitz, motion carries unanimously
- President's Report, Joe Ward
 - Joe Ward gave update on additional Board members
 - Scott Fuernstein was introduced
- Joe Kollar, General Manager, provided an update
 - September indoor entertainment included: Med City Marathon, Mayo event, Concert, 3rd Night Market, Comedy shows, Garden show, religious conference, Teresa Caputo Live
 - Operations is focusing on indoor security to include wandering, screening, and more
 - New security company in house; account manager onsite
 - RCT/RAC One Roof concept is bringing shared resources such as events, email blasts and building on partnerships
- Heidi Mielke, Director of Finance, provided a financial update
 - Several events have cancelled for Q4; some due to supply chain issues, some due to pandemic
 - MCC is seeing hesitancy in guests buying tickets for shows
- Scott Fuernstein, General Manager of F & B, provided an update
 - Full building/busy weekend
 - Staff shortages continue
 - Filling part-time positions through non-profit organizations and reinstating previous staff
- Nick Landry, Vice President of Sales, provided a sales update
 - Revenue for September was \$24K
 - Bookings have been slowing down
 - 1.7 million contracted for the year, with over 18,280 room nights

- Sales has been partnering closely with Marketing on promoting Rochester
 - Sales is seeing more large events booking for 2022, over 28,230 rooms nights booked
 - Sales will be prospecting in Chicago; and bidding on a conference for 2024
 - Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Website traffic has been trending upward
 - More followers have been engaging in social media
 - Marketing has been focusing efforts on promoting and advertising live entertainment and holiday events
 - Grant funding is being used to leverage large events
 - 'Destination Hype Video' is being produced for Sales, COR, etc.
 - Videos are being produced for enticing clients to book in Rochester
 - The Board mosed in to closed session at 12:56 PM and mosed out of closed session at 1:28 PM
 - Meeting adjourned 1:28 PM, approved by Bill Wiktor, seconded Jacob Malwitz
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