

CORPORATION MEETING MINUTES || 12 4 23

Regular Meeting (November and December)

- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for October 24, 2023 Board Meeting
 - Approved by Jay Stoyles, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Tim Seeberg, new General Manager
 - Tim spoke of new role and gave venue rundown as well as previous employment
- Paula Lynch, Director of Finance, and Nick Landy, Vice President of Administration, provided a financial update
 - Mayo Civic Center saw a net gain of \$282,000 over budget, which was more than \$261,000 budgeted; under budget on expenses and administrative
 - Operating expenses were over for the month
 - The DMO had a net gain over budget; year to date, the corporation was down
 - Nick presented financial packet
 - Alison Zelms commented
 - Joe commented on budget process and oversight
- Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - Bill talked about marketing live shows
 - Pre-promotion is being done for New Year's Eve event
 - Experience Rochester is hosting Restaurant Week
 - With partner announcement, ER has talked about the huge initiative
 - ER has seen phenomenal coverage from media
 - Bill spoke of leveraging what's happening in Rochester with conferences (tourism); how do we keep that alive and embrace

- Joe commented on scale of announcement of new partner project
- Alison commented on development
- Bill commented on media inquiries
- Angie Richards, Vice President of Sales, provided a sales update
 - Angie introduced Melissa Wiles, Senior Sales Manager, healthcare market
 - Angie highlighted extensive work/focus on customer experience
 - Key Performance Indicator's were presented for July – September; there was 9.4 million direct spending into the community
 - 233% on high impact weeks
 - 75% overall experience was excellent or very good on planner surveys; sales is working to have more planners fill out the survey
 - Joe commented on survey process
 - Sales booked 21 civic engagements with over 20,000 attendees
 - Q3 goal for room nights was over goal
 - Joe commented on Economic Impact and Key Performance Indicators
 - Melissa presented on market segment deep dive
 - Attendees for events double and tripled in 2022 and 2023 over 2019
 - Revenues were up 45% year over year growth
 - Melissa continues to maintain current clients as well as looking for new revenue streams; prospecting with existing clients
 - Melissa sells through cold calling, referrals, networking; making sure pipelines are always full
 - Melissa assists clients in booking hotel rooms, executing space; full service and quick to resolve issues when they arrive
 - MCC event that hosted over 4,000 attendees had a positive experience with several positive comments
 - Angie noted that sales had been collaborating with local groups and partnered with several cultural events

- Angie commented on intentionally growing hosting civic events
- Tim Seeberg, General Manager, provided an operational and event update
 - Tim spoke of convention and live entertainment events; several shows did very well
 - Tim gave a new staff update
 - Tim gave event update for December
 - Joe commented on events and new staff
 - Nick commented on adding new staff and adding new processes
 - Joe commented internal Hospitality Hero program
- Charles Lawrence, Regional Vice President of Operations, provided a food and beverage update
 - Charles talked about staff removal and rehiring
 - An Interim General Manager is in place along with staff promotions
 - Charles gave highlights from October and November events
 - Food + Beverage has been working with local groups + volunteers
 - Food + Beverage saw it's most successful month ever at MCC
 - Charles gave staffing update for two new people and one promotion
 - Point of Sales systems have been updated for concession stands
 - New POS systems for bar services; better experience for staff and guests
- Joe Ward provided an organizational update
 - Joe commented on amoritization and revisiting contracts
 - Joe also commented on budget and tight run; new standards set forth for contracts and cash flow, meeting goals and operating model
 - Joe discussed investment with partners and outside operators
 - Alison commented on 2024 budget
 - Joe spoke of goals for MCC
 - Call to Action: 2024 Budget approval; Bill Wiktor accepted, Jay Stoyles seconded; motion carries unanimously

- Meeting adjourned 1:07 PM, approved by Bill Wiktor, seconded by Jay Stoyles; motion carries unanimously
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