

CORPORATION MEETING MINUTES || 1 25 2022

- Board called meeting to order at 12:01 PM
- No public comment
- Motion to approve minutes for December 7, 2021 special meeting
 - Approved by Marco Lenz, seconded by Jess Hemenway, motion carries unanimously
- President's Report, Joe Ward
 - Joe Kollar, General Manager, provided an operational update
 - Joe provided an event update
 - Several CIP projects are in the works
 - One Roof projects continue
 - MCC several new and returning events to the building in January 2022
 - Bucky Dame, Interim General Manager, gave an introduction
 - Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for November and December financials
 - 2021 year-end financial report was presented
 - Scott Fuernstein, General Manager of Food & Beverage, provided an update
 - Weddings, Christmas parties were the focus of December 2021
 - Three large catering events booked for February 2022
 - Spectra will also focus on staff training (building specific)
 - A robust plan is being rolled out for partnering with local food vendors
 - Staffing and supply challenges continue
 - Nick Landry, Vice President of Sales, provided a sales update
 - 2022 plans and goals were shared
 - Sales focus is on tradeshow presentations, client events, professional individual development, marketing collaboration, tours, and blitzes

- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Focusing on cross marketing, skyway ads, more community partnerships
 - Website traffic has been up
 - Food posts have been most popular on social media
 - Entertainment marketing a big focus
 - Joe Ward, President, provided an organizational update
 - MCC will move to a full building vaccine mandate
 - Meeting adjourned 1:25 PM, approved by Marco Lenz, seconded Jess Hemenway
-