

CORPORATION MEETING MINUTES || 2 22 2022

- Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for January 25, 2022
 - Approved by Jess Hemenway, seconded by Marco Lenz, motion carries unanimously
- President's Report, Joe Ward
 - Joe gave a General Manager candidate search update
- Bucky Dame, Interim General Manager, provided an operational update
 - Several CIP projects have been implemented
 - Promotor relationships for Live Entertainment continue
 - Working in conjunction with SP+ Parking to alleviate ramp back-ups after MCC events
 - MCC is seeing numerous booking calls
- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for November and December financials
 - 2020 audit is wrapping up
- Scott Fuernstein, General Manager of Food & Beverage, provided an update
 - January was a busy month and yielded several catered events including Sports event, kids live entertainment, 'Chopped' event featuring MCC Chef Heidi, local restaurant partners and Boys & Girls Club
 - Concession stand and POS systems upgrades have been facilitated
 - February 2022 shows to be another busy month
- Nick Landry, Vice President of Sales, provided a sales update
 - Six events first weekend in January
 - New business continues to rise; room nights booked were over goal
 - Sales continues to work with local Civic groups

- Sales Managers have been making calls in regional areas; Twin Cities, Chicago, Mankato
 - Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Bill gave a follow up on UMR student survey showing entertainment interests
 - Joe Ward gave a brief overview of in-house interns
 - Bill has launched a podcast 'Growing Destinations' and has featured Meet Minneapolis and Joe Ward; more to come
 - SHRPA website integration; providing curated content and day trips for locals + visitors and also is partnered with Explore Minnesota Tourism
 - State grant funding has been secured for marketing projects
 - Entertainment marketing continues to be a big focus
 - Joe Ward, President, provided an organizational update
 - MCC has applied for infrastructure grant funding
 - Indoor mask policy at MCC was opened for discussion
 - Meeting adjourned 1:16 PM, approved by Bill Wiktor, seconded by Marco Lenz; motion carries unanimously
-