

CORPORATION MEETING MINUTES || 2 29 24

Regular Meeting

- The Board called meeting to order at 12:00 PM
- No public comment
- A new Board member was welcomed
- Motion to approve minutes for January 23, 2024 Board Meeting
 - Approved by Jay Stoyles, seconded by Bill W; motion carries unanimously
- President's Report, Joe Ward
 - Joe explained Board logistics to new Board member
- Paula Lynch, Director of Finance, and Nick Landry, Vice President of Administration, provided a financial update for January
 - The building beat budget for January
 - Convention income was up 59% for the month; expenses were reduced by 20%
 - The Corporation is looking at a strong March
 - Nick commented on Q1 looking strong as well
 - Alison Z asked about finances
 - Joe commented on improvement of finances
- Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - Experience Rochester Restaurant Week survey was presented; 17 respondents with positive feedback received
 - ER may look at other dates for future years or add another option for a season
 - Samuel asked about Restaurant Week
 - Several local restaurants had amazing success
 - Joe commented on the event and homegrown DMO events
 - ER partnered with the Downtown Task Force
 - Twin Cities magazine will feature Rochester with a community profile

- New ad campaign and editorial; meeting in Rochester for storyline
- ER hosted annual tourism conference that had not previously been at MCC; attendance set a record
- Jay commented on positive feedback he heard about the food served
- Joe commented on event panel in which he and Alison participated on
- The Governor attended and spoke of new tourism campaign for Minnesota
- The event saw great media pick up
- The welcome reception was hosted by ER and was extremely well received; it featured local restaurants for 'Taste of Rochester'
- Melissa Wiles, Senior Sales Manager, provided a sales update
 - MCC revenue booked was at 151% of budget
 - Room nights were at 100% of budget and more than 2023
 - Joe commented on financial department
 - Multiple event contracts have been signed
 - Melissa commented on return events growing in attendance
 - MCC saw five new events in January
 - MCC has been outperforming other midwest convention centers by 61%
 - Nick commented on growth of events and staff; the organization is growing
 - Joe commented on research of model changing; showing that model is working
 - Alison commented on centers operating the old way
- Tim Seeberg, General Manager, provided an operational update
 - Tim provided a live entertainment update and list of upcoming events
 - Bill VB mentioned positive comments received
 - Joe commented on shows selling well
 - MCC now has a new process to sell tickets online to certain groups
 - Tim gave a staffing update; MCC is looking for a new Production Manager

- Alison and Joe commented on promoting from within and team development
 - Charles Lawrence, Regional Vice President of Operations, provided a food and beverage update
 - Several notable events were hosted in January
 - January was a bit slow, but February will be busier
 - Charles has been working on reorganizing staff; ramping up of hiring staff
 - New concession items have been added along with a refreshed catering menu
 - Self-checkout/POS system added to Grab-n-Go stations
 - New system is monitored by Ambassador
 - Team has been focused on learning to work together better
 - Joe Ward, President, provided an organizational update
 - Joe presented on the building going cashless along with overview for discussion
 - Nick spoke of research about cashless venues; lines move quicker and revenue grows
 - Operations become more efficient for building and staff
 - Joe asked about research
 - Nick commented on positive comments from other convention centers
 - Joe commented on changes and how to handle upset guests
 - Bill W commented on changing
 - Nick spoke of training and how to best handle customer concerns
 - Bill VB commented communication plans
 - Samuel commented and shared view
 - The Board moved into closed session, approved by Jay Stoyles, seconded by Samuel Prabhakar; motion carries unanimously
 - Meeting adjourned 2:06 PM, approved by Samuel Prabhakar, seconded by Bill Wiktor; motion carries unanimously
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