

# CORPORATION MEETING MINUTES || 3 26 24

## Regular Meeting

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- The Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for February 29, 2024 Board Meeting
  - Approved by Bill Wiktor, seconded by Jay Stoyles; motion carries unanimously
- President's Report, Joe Ward
  - Joe gave staff updates on new faces, vendors, destination data and new Regional Vice President
  - Joe introduced new Food & Beverage General Manager
- Paula Lynch, Director of Finance, and Nick Landry, Vice President of Administration, provided a financial update for January
  - The building beat budget for February by \$70K
  - February was a quiet entertainment month
  - The building saw \$35k in savings between salaries and benefits
  - March will be strong; right trajectory for the year
  - Nick L commented on trend lines
  - Utilities, and salaries also down; finance team is on the same page
  - Q1 and Q2 will bounce back as well as a strong April-June
  - Joe W commented on financial pressure from a large group dissolving and cancelling event
  - Joe W commented on improvement of finances
- Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
  - Bill discussed investment with Visitor Info data program
  - The program takes a deep dive into visitor services
  - A presentation of the visitor portal was started
  - A representative from Zartico presented and spoke of career and strategic planning tool

- With the program there is no waiting for visitor profile data and what is going to happen
- Program is an integrated data model focused around jobs, tourism, etc.; spending on event as well as geolocation data
- All data is anonymous with a 50 mile threshold
- The program is a place-based strategy, and geographic in visitation drivers (integrated data module)
- Bill V commented on districts
- Alison Z commented on funding and Zartico staff and how started; planning solution
- Questions were asked about hotels and visitor profile summary
- Bill V commented on presentation and number of partners in US + Canada
- Joe W asked about visualization and commented on visitor spend
- The group discussed options of the module
- Angie Richards, Vice President of Sales, provided a sales update
  - MCC revenue through February was 136% of budget with room nights at 148% of budget
  - The year is on a good trajectory
  - Sales team has been attending targeted conferences with 73 different meetings booked
  - New business has been driving higher numbers
  - Civic engagement includes local groups with 39 event days, 20K attendees
  - Bill W asked questions about civic events
  - Angie commented on questions
  - Joe W commented on booking policy and challenges of one group
- Joe Ward, President, provided an organizational update
  - Joe gave a staffing update and live entertainment trend update, with good news on two events
  - MCC hosted emergency response training for staff with EMS partners
  - Joe introduced John Page, Regional Manager
  - John gave an update; this is his 4<sup>th</sup> visit to Rochester

- John gave staffing update for the building; finding new General Manager and leaders is critical
- John would like to create a support system and celebrate small successes
- A lead interim General Manager has been assigned
- Joe W commented on contract and hiring a General Manager
- A regional live entertainment Booker has been assigned to MCC; and has a few events on hold
- John discussed open positions that are looking to be filled
- A building and security audit need to be done; check technology
- John gave an experience update
- Joe W commented on new regional actions
- Charles Lawrence, Regional Vice President of Operations, provided a food and beverage update
  - Charles reported incredible two months for concessions
  - Catering has seen a heavy catering building
  - The building is seeing new video walls for menus and bars
  - Genre has been incorporated into concessions
  - Options now include a local market with local vendors
  - Non-profit groups have been running concessions
  - Joe Gohndrone, new Food & Beverage General Manager, introduced himself; he will be tightening up concessions, offering better service
  - Importance on training and developing staff better emphasized
  - More hot items available at concessions
  - Non-profit group – two on board with three or more coming on board
  - Non-profit groups have been running concessions
  - Joe G brought food to local EMS station
  - Joe G will focus on a better guest experience
  - Joe W commented on Joe G and his experience
  - Joe W spoke of Annual Meeting 'Save the Date'
  - Joe W spoke of consultant meeting to talk about future plans for contracts with operators and commented on conversation from the group

- Meeting adjourned 1:39 PM, approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
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