

CORPORATION MEETING MINUTES || 3 28 23

Regular Meeting

- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for February 7, 2023 Board meeting
 - Approved by Bill Wiktor, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Dan Hoffend, Executive Vice President Convention Centers, ASM
 - Dan visited MCC; spoke of opportunities
 - Dan introduced Joe Scheper, Corporate Director Finance & Business Support Convention Center, ASM
 - Dan gave work history overview; back in a corporate roll
- Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
 - Joe S provided both January and February results
 - MCC events were below budget
 - Salaries and administrative expenses were under budget
 - Less To Be Determined events happen than predicted
 - DMO came in under budget
 - February results were less than budget; there was a swing in salaries, wages, and benefits, some of it was due to timing
 - DMO net income less than budget; insurance amortized going forward
 - Alison Zelms, City Administrator, asked budget question
 - Joe S gave a financial staffing update
 - Joe W commented on Director of Finance position
 - Joe S gave financial positions; update for additional help
 - Joe W commented on reporting updates of financial department
 - Joe S commented on assisting with finances
 - Dan H gave an update on operational finances
 - Joe W asked about opportunities within the organization
 - Dan H gave an update on his view of live entertainment, popularity, event society changes and trends along with success and failure in the building

- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Marketing sent a survey to UMR students asking five questions; survey produced word cloud results
 - Bill spoke of civic engagement event with local zoo's
 - More programs with partners; free and open to the public opportunities
 - More opportunities for local partnerships
 - Twin Cities Media shared Rochester on 'Minnesota Live'; featured our marketing staff for a staycation promotion
 - Pre-summer story will be presented in the future
- Angie Richards, Vice President of Sales, provided a sales update
 - Sales had a record revenue breaking month
 - January was over on room nights and sales; 232% over on budgeted revenue and 125% over on booked room nights
 - February was 148% over budgeted revenue and 155% over hotel room budget
 - Several new groups were booked
 - Alison Z asked about booking windows
 - Joe W commented on booking strategies
 - Bill Wiktor, Treasurer, asked about economic climate changes
 - Dan H commented on consistent climbing of event attendance
 - Sales highlights were five large events are returning to Rochester in 2023
 - MCC booked 20 new events; 7 were sports and a medical event
 - Large planning group will be coming to MCC in 2024
 - Joe W commented on large groups returning to Rochester in 2023
- Paul Jansen, General Manager, provided an operational update
 - Several events hosted, which included sporting, conferences and conventions
 - Several events rebooked
 - A large amount of upcoming events are dance, as well as several multiday events
 - MCC is over projection for the year of total events
 - A strong line up is booked for September – December holiday programming
 - Paul gave an update on CIP projects
 - A new marquee project has been approved
 - Paul gave an HR update that included guest services

- Planner and attendee survey has been fully deployed
 - Joe W gave an update on local events and contracts
 - Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - Jeana gave an event update in the new POS system; the system was tested at sporting events for lunches, dinner, and breaks
 - Live entertainment pre-party and event VIP experience being planned for some shows
 - Food and Beverage served 21 sporting events this month
 - New beverages were introduced
 - Charles Lawrence, Regional Vice President of Operations, addressed staffing issues, and errors retroactively adjusted
 - New policies are being implemented
 - Joe W commented on finalizing policies in writing
 - Alison Z commented on activation
 - President's Report (continued), Joe Ward, provided an organizational update
 - Joe gave an update on the Annual Meeting for the public on May 11th 2023 at 11 AM, MCC
 - Meeting adjourned 1:31 PM, approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
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