

CORPORATION MEETING MINUTES || 4 23 24

Regular Meeting

- The Board called meeting to order at 12:01 PM
- No public comment
- Motion to move into closed session
 - Approved by Jess Hemenway; seconded by Jay Stoyles
 - Board voted unanimously to move out of closed session at 12:43 PM
- Motion to approve minutes for March 26, 2024 Board Meeting
 - Approved by Jay Stoyles, seconded by Samuel Prabhakar; motion carries unanimously
- President's Report, Joe Ward
 - Paula Lynch, Director of Finance, and Nick Landry, Vice President of Administration, provided a financial update for March
 - MCC saw a cut in operating expenses
 - DMO was on budget; the Corporation is beating budget year to date
 - Alison Z asked question about actuals
 - Nick L commented on performance against budget; rent, services and food & beverage are all up, but other costs are down slightly
 - Revenues are up 62% year over year; expenses are down \$145,000
 - 2024 is beating 2023 by \$500,000, which creates a net result of a 53% improvement year over year
 - Alison Z commented
 - Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - Marketing has been taking a look into creativity around leisure travel
 - ER will host 'Rochester Craft Beer Week'

- Bill has been researching a web-based app that work with DMO's and Explore MN Tourism
- 'Sip-n-Savor' brew pass for 'Craft Beer Week' now has 22 participants signed up
- Guests visit various participants, earn points, and receive a branded gift
- Alison Z asked questions about the program
- Jay S asked about program launch
- Experience Rochester Annual Meeting will be held May 22nd and feature a national speaker
- Joe W commented on speaker for meeting and local music performing at meeting
- Marketing has an intern until July
- Joe W and Bill B both commented on the intern
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC revenue booked is at 172% of budget
 - Hotel rooms used are at 150% of budget
 - Sales strategy being looked at; how did we get there
 - Layering customers is important to building initiative and goals
 - Sales has seen several local groups booking events; new and returning, with several smaller events highlighted as well
 - Samuel P asked a question
 - The organization has a sales manager that was inducted into the '30 Under 30' program
 - Sales is rolling out a 'Discover the Power of Local' campaign to keep meetings and events in Rochester
- Bucky Dame, Interim General Manager, provided an operational update
 - Bucky gave a recent highlight of events; a large amount of high school sports in the building
 - Five entertainment events booked since last month; MCC saw over 7,000 attendees for three events
 - Bucky gave an update on upcoming live entertainment; 9 events are getting ready for sale

- Bucky provided a staffing update; 2 promotions were given and a Box Office Manager as well as an Operations Manager have been hired
 - The cashless operation transition has gone smoothly; staff has been working with clients to ensure smoothness
 - Joe Gohndrone, Food + Beverage General Manager, provided a food and beverage update
 - Joe G spoke of 2 events
 - Joe G provided an events highlight
 - Cashless machines have been added to the building
 - The staff has been creating themed specialty drinks for events
 - Video boards are now highlighting new, cool items
 - Keeping it local – new local vendors coming into MCC
 - Joe G spoke of the non-profit program
 - New dessert tables are being added for groups
 - Speed of service is still be assessed and correct items for clients/groups including placement and consistency
 - Joe Ward, President, provided an organizational update
 - Joe W commented on Joe G and his performance in building along with the non-profit program
 - Joe G spoke of his goals
 - Joe W commented on the positiveness of Joe G being in the building
 - Meeting adjourned 1:32 PM, approved by Jess Hemenway, seconded by Samuel Prabhakar; motion carries unanimously
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