

CORPORATION MEETING MINUTES || 4 25 23

Regular Meeting

- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for March 28, 2023 Board Meeting
 - Approved by Bill Wiktor, seconded by Marco Lanz; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Naura Anderson of Threshold Arts, as well as community programming at the Castle, involvement in artists space, workshops, public art consulting and installation throughout downtown
 - Over 40 mural installations (temporary + permanent)
 - Retail store was opened in 2020; represents local artists as well as a gallery for exhibitions
 - Operator of Chateau Theatre which offers flexible event space
 - Primary goal is to connect the community through arts
 - Overseeing Peace Plaza private bookings
 - Bill Von Bank asked about public hours
 - Bill Wiktor asked about city projects
 - Joe introduced in person Joe Scheper
 - Joe S was in the largest convention center in the United States
- Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
 - Joe S introduced Noreen Wera, new Director of Finance; Noreen spoke of finance work history, background work on consulting
 - Joe W commented on financial systems, processes, and foundation built
 - Joe S provided a monthly highlight update; events calendar is strong and solid
 - Operating expenses were over budget; but staff is concentrating on over budget expenses
 - Supplies and electricity fees are up
 - Joe W commented on prices
 - Bill W commented on budget processes

- Joe S commented on new processes moving forward
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Minnesota Meetings + Events Magazine featured Rochester article in the Spring Issue, in print, and also local businesses
 - Marketing has rolled out Rochester Craft Beer week to support local breweries
 - Experience Rochester will host an Annual Meeting at Mayo Civic Center for the public; meeting will feature interactive discussions, entertainment, speakers as well as entertainment from Rochester Civic Theatre and an exhibition at Rochester Art Center
 - Joe S commented on event and schedule
- Angie Richards, Vice President of Sales, provided a sales update
 - Revenue was over on booking goal for year to date
 - Hotel room nights were soft, but still over goal for the year
 - A new vendor contract was signed
 - Six sports groups were booked by ER at MCC
 - Over 3,000 room nights booked for hosted events
 - ER will be hosting a leadership group
 - Several new events have been booked at MCC
 - Client services have exceeded expectations; a structured program for client's needs was created
 - Joe W commented on room nights
- Paul Jansen, General Manager, provided an operational update
 - The building has been very busy with events; concerts, comedy, conventions, arts and more
 - Upcoming events include dance, prom, wrestling and commencements
 - YTD live events are better than budget
 - Survey results were presented from a recently rolled out survey program
 - Survey measured key metric such as overall experience and NPS score
 - MCC received 'Best In Class' scores and in 'Excellent' category
 - Bill W asked about survey and results
 - Paul commented on process and follow-up
 - Joe W spoke to results and process; a lot of opportunity available
 - Jess H commented on meeting planner survey email process

- Joe W commented on process
 - Paul gave update on marquee install
 - Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - March was a great month financially
 - Multiple events were serviced
 - Concession revenues were over projected revenue
 - New concessions food were rolled out
 - A new mini kitchen was added
 - President's Report (continued), Joe Ward, provided an organizational update
 - Joe gave an update on food service and an update on the Task Force committee
 - Bill V mentioned the public Task Force meetings for review of recommendations; then will present a formal document to City Council
 - Joe W commented on community feedback
 - Meeting adjourned 1:38 PM, approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
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