

## CORPORATION MEETING MINUTES || 4 26 2022

---

- Board called meeting to order at 12:05 PM
- No public comment
- Motion to approve minutes for February 22, 2022
  - Approved by Marco Lanz, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
  - Nick Landry, Vice President of Sales, provided a sales update
    - Nick presented sales numbers for the month; sales was under revenue goal, but pacing well for the year and has booked more revenue and rooms already than 2021
    - Room nights were 1,900 over goal; YTD is 12,000 room nights
    - Nick introduced Sales Managers
    - Kasmara Freiderich, National Sales Manager - SMERF Market, has been working with several large events as well as repeat events
    - Monika Kopet, Director of Community Engagement, has been working with community, civic, and sporting groups and has over 40 contracts YTD; and events with Boys and Girls Club, Skate City Nights (RPD), Night Market and more cultural events, and United Hardware, which yielded two citywide events
    - Catering staff was introduced; Chef Hiedi Marsh and Sous Chef, Miguel Almarez, gave a quick overview of their positions
    - Sara Clausen, Senior National Sales Manager, YTD has booked \$475,000 in revenue; working with several groups such as MN Library Association, Allied Charities, Health Educators, and more
  - Heidi Mielke, Director of Finance, provided a financial update
    - Heidi provided an update for March financials
    - Financials show ahead of pace

- Only one event cancelled in March; no other future events have cancelled
- Utilities have decreased 28% on steam; costs have somewhat stabilized
- The 2020 audit was presented; the 2021 audit is almost completed
- Phil Martin, Attorney at Law, gave input on the 2020 audit
- Scott Fuernstein, General Manager of Food & Beverage, provided a catering update
  - Food and beverage remains extremely busy
  - Non-profit organizations have been called to action for new partnerships; featured in KTTC and local news, with a great response from 15-20 local non-profit groups
  - Food truck call to action for local summer concerts series with Rochester Civic Music; 16 responses received
  - The staff continue to build on partnering with local businesses to give exposure to small businesses
- Paul Jansen, General Manager, gave an operational update
  - Paul has been here one month, which has been positive, but is focusing on areas to improve
  - Paul is getting to know staff and realigning some positions
  - The building is thin in a few areas and needs extra staffing
  - Paul is working on creating a more diverse platform with local promoters
  - All live events have been selling very well
  - Ten additional shows have been booked recently
  - Paul is working to make promoters aware of Rochester
  - All hand-held radios have now been replaced; scanners will be updated with new technology
  - Paul has been prioritizing One Roof partner relations
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
  - High volume alert notifications have been created and sent to partners; marketing has received great feedback for this communication
  - Joe Ward was on KTTC presenting about hotel business returning

- John McGivern's Main Streets show was produced along with Experience Rochester and shown for Resident Recruitment Day
  - U.S. Travel and Tourism Week is May 1 – May 7
  - There will be several events planned for this week including media events with industry partners, tourism events, a proclamation by Mayor Norton, a new video to promote local partners, and more
  - The When in Rochester App is being relaunched
  - Marketing is bringing back the Experience Rochester newsletter
  - Two tourism facing podcasts have been produced
  - The visitors guide with ad support is available June 1, with a focus on lifestyle featuring local partners; publication will have a 12-month life cycle
  - Marketing has been working with sales on updated collateral and a new trade show booth
  - Joe Ward, President, provided an organizational update
    - STR reports say hotels are at 90% of retention of 2019 numbers; local partners say they are at 50-60%
    - Tourism Improvement District information was presented; this would be a surcharge to guests, marked for CVB's/DMO's to use for additional marketing
    - Minneapolis and Bloomington currently participate in a TID; property owners would need to vote, then be presented as a bill in front of the state
    - Bill Wiktor asked about food costs; 10%-20% product cost up YOY, margins were adjusted for 2022
  - Board moved into closed session at 1:35 PM
  - Meeting adjourned 2:07 PM, approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
-