

CORPORATION MEETING MINUTES || 5 23 23

Regular Meeting

- The Board called the meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for April 25, 2023 Board Meeting
 - Approved by Bill Wiktor, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Joe Scheper was asked to start with financial report
- Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
 - Operations is ahead of adjusted schedule
 - Rental income was ahead of budget; service revenue fell short
 - Expenses ran high due to inflation of supplies, utilities and services being up
 - Joe W commented
 - Bill W asked question about changes
 - New ongoing finance meetings are scheduled for the corporation
 - Goal is to run efficiently across the board
 - Financial department is going through event calendar details for budgeting
 - Revenue drivers have been put in place
 - Alison Z asked a question and commented about process
 - Joe W commented about the previous processes in the building
 - Budget is all newly coded
 - Joe W commented on new meetings and processes within the financial department
 - Joe S spoke to details
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Craft beer week wrapped up; great media coverage was seen
 - The Annual Meeting recap video was played
 - Bill W commented on the Annual Meeting
 - Joe W commented on food

- Explore Minnesota Tourism had a budget increase approved; some should filter to Rochester
- A new marketing manager joined the team and she has a background in graphic design
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC booked revenue was over on year to date
 - Hotel room nights were 111% year to date
 - Sales team has been aggressively selling
 - Catering sales is working to improve in areas of opportunity; aligning catering sales with sales
 - Sales has worked to upsell events and also corporate market
 - Sales has been tapping into new resources and rethinking sales process
 - Master facility agreements have been implemented
 - Joe W commented on cross promotions within MCC
 - Sales has been focused on booking in the year for the year events
 - A new large event has been booked for 2024
 - Bill W asked question
 - Joe W commented on alternative venues
 - Bill W commented on presentation and hotel lodging tax
- Paul Jansen, General Manager, provided an operational update
 - The building has seen 4 – 6 weeks of great events and high food & beverage numbers
 - Coming into a slower event period; will focus on creating scope of processes and also adding new events
 - Paul is meeting with department heads to look at cost cuts
 - Live entertainment has been fluctuating
 - Booked shows are ahead of projections
 - Two shows were lost in one venue, but picked up new ones in another venue
 - New programs launched; one being a sensory friendly program with sensory bags for child and adult guests
 - Another program launched are feelings cards for non-communicating guests and quiet rooms can be assigned as well
 - Front line staff will be trained to best assist with these programs
 - Paul talked about compost provider program to reduce waste; the news will be featuring this story
 - A new union agreement has been signed

- Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - New concessions reader boards were implemented with refreshed logo and new menus
 - Concessions saw over 132% growth from one dance group
 - Concession revenues were over projected revenue
 - Concessions will be customizing food per event
 - A grab and go system will be added and a new mobile unit
 - Rochester craft beer cart and craft soda will be available
 - New local bakery partnerships are in the works
 - President's Report (continued), Joe Ward
 - The board moved into closed session at 1:16 PM
 - Closed session ended and the meeting adjourned 1:41 PM, approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
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