

CORPORATION MEETING MINUTES || 5 24 2022

- Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for April 26, 2022
 - Approved by Marco Lanz, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Bill introduced Erin O'Brien, Communications Manager
 - Erin just completed Leadership Greater Rochester and spoke of the project they created; a trailer to haul snow toys for winter fun
 - Erin gave a presentation of Marketing projects
 - Projects include a Travel and Tourism Week Video showcasing local partners, reviving the monthly Partner newsletter, completing a full version 2022 travel planner, website work, content writing
 - Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for April financials
 - Financials show ahead of pace again for another month
 - Nick Landry, Vice President of Sales, provided a sales update
 - Sales revenue was over April budget; and ahead of pace for 2022
 - Hotel rooms were over estimated bookings; and are ahead of pace for 2022 also
 - Two citywide events confirmed in April for 2023 and 2024
 - Close to 15,000 room nights were booked for the month of April
 - Sales continues to focus on attending tradeshow, sales calls and networking events
 - Sales saw over 80 appointments from one tradeshow
 - Paul Jansen, General Manager, gave an operational update

- April was a busy month with several large events; multiple room flips and overnight shifts were needed
 - Three critical positions are currently open; a staffing shortage is being felt throughout the building
 - Information Technology has been a prioritized focus; a few critical improvements were needed
 - Building out the Custodial department is another internal focus
 - Cost controls are being looked at in areas that could immediately impact for savings
 - Energy and efficiency of the building are being reassessed; some needed equipment is being replacing
 - Live entertainment continues to
 - Scott Fuernstein, General Manager of Food & Beverage, provided a catering update
 - Spectra is now OVG 360
 - Scott has filled a new position; the position works with local non-profits to schedule event help in the building, which in turn donates to the non-profit. The position was filled by an intern that worked for the corporation.
 - Estimated revenues have been over budget for several events
 - Live Entertainment continues to book well; two comedy shows, a children's show and a few concerts on the books
 - Deanna Meyer, Chief of Staff, provided an administrative update
 - Experience Rochester is in the early stages of rolling out a Diversity, Equity & Inclusion program in conjunction with The Diversity Council
 - Contracted partners ASM and OVG360 have their Diversity, Equity & Inclusion programs in place
 - Meeting adjourned 1:35 PM, approved by Jess Hemenway, seconded by Marco Lanz; motion carries unanimously
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