

CORPORATION MEETING MINUTES || 5 28 24

Regular Meeting

- The Board called meeting to order at 12:08 PM
- No public comment
- Motion to approve minutes for April 23, 2024 Board Meeting
 - Approved by Jay Stoyles, seconded by Samuel Prabhakar; motion carries unanimously
- Joe Gohndrone spoke of food and what was being presented to Board along with large convention in-house
 - Food & Beverage can feed 1000 guests in 20 minutes with Grab + Go prepared food
 - Joe W added comment on presentation
 - Joe G explained served food, and the earth friendly containers the food was in
- President's Report, Joe Ward
 - Paula Lynch, Director of Finance, and Nick Landry, Vice President of Administration, provided a financial update for April
 - MCC gross income of 20% better than budget
 - Operating expenses almost on budget
 - DMO saw reduced spending
 - Year to date financials beating budget by \$540,000
 - 2024 forecast up \$229,480; forecast factors are convention TDB's, live entertainment, larger attendance at events
 - Nick spoke that Quarter 1 revenue for 2023 vs. Quarter 1 revenue for 2024 saw rev par up 20% for events 12%, more attendance, and 38% more room nights
 - Hotel revenues are up \$49,000 year to date
 - Alison Z asked tracking question about hotel rooms
 - Joe W spoke about data and digging into data; bookmark Thursday – Sunday, and tracking rooms and rebate
 - Jay S commented on room bookings
 - Alison Z commented on cost control

- Joe W spoke about detail financials
- Joe Ward, President, provided a marketing update
 - Joe spoke about 'Sip-n-Savor' Brew Pass event and how to sign up to support local craft breweries
 - Jay S asked about program; program runs all summer
 - Twin Cities Business will feature a large spread about Rochester and an event will be held to present article to the community
 - Joe W spoke about the magazine promotion and how it came to fruition
 - Annual Meeting pictures were shown and first ever initiative was awarded for 'Community Champions'
 - The attending speaker gave kudos to ER as 'coolest lunch ever' hosted
- Angie Richards, Vice President of Sales, provided a sales update
 - Key Performance Indicators for Q1 were up 233% due to high impact weeks
 - Gross income was just under \$11 million; Sales beat budgeted revenue by 38%
 - Operational net income was down
 - Direct EIC came in at \$7,761,929; sales prospects exceeded goals by 664
 - Customer service scores averaged 69%, which was an increase from Q1 2023
 - MCC revenues booked were \$1.974 million, which included new and repeat business
 - Civic engagement events saw 38,504 attendees; 20 days were for high school sports and other small events
 - Joe W commented on survey experience and additional survey created for planners
 - Sales participated in a sales blitz; 10 markets traveled to 12 cities with over 50 appointments scheduled
- Beau Sutherland, Interim General Manager, provided an operational update
 - Joe W introduced Beau; Beau has been terrific, very helpful, and had a recent tenure with MCC

- Beau spoke of role within ASM; he is the Regional Marketing Director out of IL and is responsible for business development and marketing multiplexes
- Beau gave highlight on recent live events, conventions, and meetings
- Live entertainment is ramping up for the remainder of 2024; MCC has confirmed several events and will be announcing 13 new shows
- Beau gave an update on operations, which included a shout out to the team for providing additional help with a large convention
- Beau has been implementing a new communication strategy
- Beau spoke of details that went into preparing for large convention; Joe W spoke of the detail packet for the event
- Three new staff members started this day
- Alison Z commented on Annual Staff Meeting and collaboration
- Joe W spoke about attendance and staff as well as exploring visitor information from those who visit Rochester
- Joe Gohndrone, Food + Beverage General Manager, provided a food and beverage update
 - Joe G spoke of great teamwork in the building and highlighted the food set up
 - Food and Beverage has been moving forward in a direction that provides better service
 - Joe G spoke of composting program, community food response and donating food to the local fire stations
 - Food and Beverage has seen a solid month; cashless transactions have gone great
 - Staff from out of state was brought in to assist with large convention
 - Joe G has been implementing a new process of 'be ready today for tomorrow'
 - Joe G took care of all staff by providing employee lunch for the building
 - Alison Z commented on employee retention
 - Nick L commented on food give-aways

- Joe W commented on executive staff and departments working together providing strategies and planning; collaboration on the front end
 - Joe W also spoke of staff collaboration, professionalism, planner comments that were shared with a thank you to all
 - Joe Ward, President, provided an organizational update
 - Joe W gave an update on the building RFP process and what had been submitted for four requests and questions as well as timeline
 - Joe G spoke about a television interview
 - Meeting adjourned 1:11 PM, approved by Jess Hemenway, seconded by Jay Stoyles; motion carries unanimously
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