

# CORPORATION MEETING MINUTES || 6 27 23

## Regular Meeting

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- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for May 23, 2023 Board Meeting
  - Approved by Bill Wiktor, seconded by Jess Hemenway; motion carries unanimously
- Alison Zelms introduced City of Rochester intern Alivia Moser
- President's Report, Joe Ward
  - Joe introduced newest Board member Jay Stoyles, Sales Manager at the Broadway Plaza, who brings a hotelier perspective to the Board
- Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
  - Joe S provided a monthly highlight update on revenues and expenses and differentials
  - May was a leaner month for live entertainment
  - Utility expenses have improved
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
  - Distribution of the new Experience Rochester Visitor's Guide is in full force throughout the state and region including at all state travel information centers, Mall of America and the Minneapolis/St. Paul Airport. Nearly 3,500 were distributed at Minnesota Monthly's Grill Fest June 3 – 4.
  - Experience Rochester Visitor Booth debuted in Peace Plaza on June 1
  - An update was provided on Downtown Rochester Task Force Progress
  - Experience Rochester is actively recruiting sponsors for the 2<sup>nd</sup> Annual Celebrate Rochester New Year's Eve free community event at Mayo Civic Center
- Angie Richards, Vice President of Sales, provided a sales update
  - Revenue was over on booking goal for year to date
  - Hotel room nights are on target for the year
  - New Meet Local campaign launched targeting healthcare

- Sales team is still actively pursuing in the year for the year business
  - Recently hosted the Board of Directors from the Meeting Planners International Minnesota Chapter
  - Kelvin D. Moore, Regional Vice President of ASM Global, discussed a change in management leadership
    - Bucky Dame, who is familiar with the Mayo Civic Center, will serve as Interim GM
  - Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
    - New concessions opportunities during Mayo High School graduation ceremonies
    - F & B increases at weddings at Rochester Art Center
    - Planning and preparation for Down by the Riverside with approximately 20 participating food and beverage vendors
  - Joe Ward introduced Rob Hunden, President and CEO of Hunden Strategic Partners
    - Rob Hunden presented a summary report of the Headquarter Hotel Market and Financial Feasibility study
  - Meeting adjourned 2:00 PM, approved by Jay Stoyles, seconded by Jess Hemenway; motion carries unanimously
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