

CORPORATION MEETING MINUTES || 6 28 2022

- Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for May 24, 2022
 - Approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Joe welcomed Nashauna Johnson-Lenoir as a new board member
 - Nashauna introduced herself
- Patrick Seeb, Executive Director of Destination Medical Community, presented to the Board
 - The presentation included an update, talk about collaboration and what the future looks like
 - DMC intends to grow to attract patients around the world with a city that grows
 - DMC is tasked with public infrastructure to support conventions, facilities, etc.
 - DMC is run by a Board and overseen by the City
 - DMC works to create an experience to make Rochester a destination
 - Early investment was given to stimulate hotel growth downtown; also downtown housing market development
 - Transit development, bus, rapid transit, and downtown job connector; better bike trans-mode, more ramps in DMC plan
 - 'City Nations' Conference attended by both ER and DMC; Patrick presented at this conference
 - Currently DMC, ER and Mayo Clinic collaborate on the App 'When in Rochester'
 - Joe Ward commented on ways to engage at board level a convention style hotel

- Joe Ward, President, gave an update
 - Joe talked about hotel changes downtown
 - Nashauna Johnson-Lenior commented on what the community needs
 - Joe Ward commented about DMC business future, DMO shared value, an 'evening economy'
 - Jacob Malwitz inquired about arts district downtown
 - Patrick Seeb mentioned Night Market, Chateau Theatre and more resources to build; under resourced for programming
 - Joe Ward commented on ways to create experiences
 - MCC lost 70% of convention rooms with change of hotel property; a headquarter hotel is needed
 - Nick Landry noted 16 out of 18 upper Midwest convention centers have a dedicated, connected convention center hotel

Action Item:

Experience Rochester would like to provide a hotel feasibility study

- Board asked to allow ER to explore convention hotel study
 - Motion to approve granted by Bill Wiktor; Seconded by Marco Lanz; action item is unanimously approved
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Full size Experience Rochester travel planner is printed and being distributed
 - The planner was well supported by local partners with advertising
 - The revamped planner is a lifestyle guide for visitors and locals, showcasing many local partners
 - The Visitor Booth is now open on Peace Plaza
 - The staff at the booth has seen heavy activity with patients, national and abroad, as well as young professionals looking for things to do
 - 'The Current' published a great article about Rochester with link to Experience Rochester website

- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for May financials
 - The organization beat budget; F & B had four very successful events
 - MCC had three events cancel, but gained fourteen
 - Nick Landry, Vice President of Sales, and Sara Clausen, Senior National Sales Manager, provided a sales update
 - Sara provided sales numbers; May goals were 27% ahead of pace
 - Several contracts expected to come through with currently thirteen coming back signed by client
 - Booked rooms were over goal; YTD over 7,000
 - There are several notable events as well as several multi-year events contracted
 - Sales now has a new tradeshow booth and proposals for trade shows, produced by marketing
 - Nick provided an overview since organizational pre-transition; 2019 were nine citywides booked; 2021 there were fourteen citywides booked; 2022 there will be eighteen citywide events booked
 - Sales team goal is to get to 70% of events booked repeat; 30% new business and lean on Operations to book groups aggressively
 - Sales will retain events that were from other facilities
 - Sales has doubled the number of conventions that were booked in 2019
 - Revenue streams with all three organizations should be aligned with a holistic approach
 - Paul Jansen, General Manager, gave a brief operational update
 - Live entertainment has been very positive
 - A new Accounting Manager has been hired
 - Scott Fuernstein, General Manager of Food & Beverage, provided a brief catering update
 - OVG has new kitchen staff
 - Meeting adjourned 1:38 PM, approved by Bill Wiktor, seconded by Marco Lanz; motion carries unanimously
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