

CORPORATION MEETING MINUTES || 7 26 2022

- Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for June 28, 2022
 - Approved by Marco Lanz, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Charles Lawrence, Regional Vice President for OVG360
 - Charles Lawrence gave a brief introduction
- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for June financials
 - The organization is ahead of budget
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Bill and Erin O'Brien attended the Midwest Travel Network Conference with several journalists and writers in attendance
 - The conference was centered around content writing, hosting FAM tours for bloggers and influencers
 - There were several awards for Rochester in livability, breweries, and The History Center
 - SHRPA partnership has a strong social engagement
- Joe Ward, President, gave a staffing update
 - Joe provided a staffing update for the sales department
 - Interviewing was a quick process
 - A new Vice President of Sales will be announced
- Bill Von Bank, Vice President of Marketing & Communications, provided a sales update
 - Sales is a large amount ahead of last year
 - MCC is over predicted revenue
 - All year-to-date goals are ahead of pace
 - Sales has had several big wins
- Paul Jansen, General Manager, gave an operational update
 - Event bookings continue to be busy

- Kids show has been selling well
- Ops has been supporting local partners with their events
- A NYE event is being planned
- Live entertainment has been strong with 17 shows confirmed; and 10 additional shows on hold; 15 shows under consideration
- Shows have been selling great
- Ops has been training staff custodians
- One new staff member has been added to overnight
- Partnership meetings continue to expand
- IT has been stabilizing the network
- Labor is still a challenge, especially on the production side
- MCC will receive a complimentary utility efficiency survey
- Security has been working closely with Ops on creating building processes
- Summer internship has been completed
- ASM will be rolling out an event planner survey for the building
- Kelvin Moore, Regional Vice President, ASM, talked about programs leveraging labor challenges
- Meeting planners are excited to get back to convention centers
- Live entertainment has been impacted by safety
- Scott Fuernstein, General Manager of Food & Beverage, provided a catering update
 - Charles Lawrence, Regional Vice President, OVG360, presented
 - Hospitality impacted hard by high costs
 - OVG360 has been focused on elevating service standards and high level of customer service
 - Focus on growing per capita sale; and elevate to bring to next level of service
 - Renderings were presented for concessions redesign, catering re-enhancements, display updates, better quality dishes and silverware, all from capital improvement provided by OVG360
 - More mobile carts and display racks available
 - Bar servers will be trained in specialty craft cocktails

- Uniforms will be provided for all catering staff to create a more professional presentation
 - Local markets items will be served/available
 - Concessions will have new menu items and updated POS systems for more efficient service
 - Portable pop-up markets will be available to guests
 - Alison Zelms, City Administrator, commented on ways to to acquire new talent
 - Joe Ward commented on service and local requirements
- Meeting adjourned 1:44 PM, approved by Jess Hemenway, seconded by Nashauna Johnson-Lenoir; motion carries unanimously
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