

CORPORATION MEETING MINUTES || 7 27 2021

- Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for June 22, 2021 meeting:
 - Approved by Bill Wiktor, seconded by Jacob Malwitz, motion carries unanimously
- President's Report
 - Joe Kollar, General Manager, provided updates
 - Partnership for Youth brought in 2500 kids
 - US Tumbling Association was a great event for downtown; filled restaurants and hotels
 - Utilities are being managed to cut down costs
 - Job Fair held which brought in 10-15 part-time hires
 - New security contract being facilitated after RFP selection
 - Elevated level of safety and security measures being implemented, including use of metal detectors and wands; and in-house Manager
 - Financial update was given for the Corporation
 - Al Beltranena, General Catering Manager, provided a food & beverage update
 - 1800 meals were served at Rochester Art Center event
 - Special tasting event was held
 - Concessions upgrades are in the works
 - Spectra is continuing to find local partners to work with
 - Nick Landry, Vice President of Sales, provided a sales update
 - 138 prospecting touch points made
 - Sales focusing on calls locally; 38 businesses contacted
 - Night Market, a new, civic event sponsored
 - 13,500 room nights booked; 1.68 million in EIC
 - Sales hosted a site visit for a 2,500 attendee event
 - Bill Von Bank, Vice President of Marketing & Communication, provided a marketing update
 - New marketing processes are being facilitated
 - Press releases have been going out regularly
 - Collateral for sales and marketing is being produced
 - E-blasts have been a focus to alert businesses of incoming events for staffing

- Joe Ward, President, gave organizational update
 - Meeting adjourned 1:40 PM, approved by Bill Wiktor
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