

# CORPORATION MEETING MINUTES || 8 22 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 July 25, 2023 Board Meeting
  - Approved by Jay Stoyles, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
  - Alison Zelms, City Administrator, presented on tax referendum
    - Referendum ballot has four projects included; [renewrochester.org](http://renewrochester.org)
    - One half cent sales tax; 1982 was the last approved sales tax
    - Local option sales tax process and special election; education for voters
    - Presentation included street projects, flood projects, and new sports complex
  - Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
    - Joe S provided a monthly highlight update on revenues and expenses
    - MCC was over budget, but outperformed rolling forecast for the year; sponsorships are down
    - Rent and service income better than last month; live entertainment was off
    - Direct event expenses were better than budget
    - Operating expenses continue to be mitigated
    - Expenses and revenue below budget
    - New Director of Finance will be introduced next Board meeting
  - Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
    - Bill attended Esto Travel Conference

- Presentations on DMO destination development
  - Artificial Intelligence was the biggest topic
  - ER continues to work on more programming with downtown organizations
  - Alive After Five received great media coverage
  - The event was an item that came out of Task Force – more downtown activation
  - Angie Richards, Vice President sales, provided a sales update
    - Angie presented on the STR report
    - Occupancy was up; increase over last 12 months
    - Positive uptick and increase
    - Three new events were highlighted
    - More local civil groups have been using MCC
    - Sales has a new team member
  - Bucky Dame, Interim General Manager, provided an operational update
    - Bucky highlighted upcoming large events
    - Bucky is keeping relationships moving forward
    - September will see live entertainment and large convention
    - Several events will be announced in September and October
    - July and August were slow; 21 live events until end of year
    - More shows to be announced in December
  - Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
    - Outside events have been successful with 20 local food vendors
    - A coffee vendor will partner with MCC; new coffee cart
    - Local craft beer providers will be featured onsite
    - Grab and go concessions will be available in the near future, located in the lobby
    - Partnered event to include pre and post happy hours
  - Joe Ward provided an organizational update
    - Contract selection conversations will need to start
    - Meeting adjourned 1:11 PM, approved by Bill Wiktor, seconded by Jess Hemenway; motion carries unanimously
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