

CORPORATION MEETING MINUTES || 8 23 2022

- Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for July 26, 2022
 - Approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Angie Richards, Vice President of Sales, noting she has a commitment to Rochester
 - Angie gave an introduction of her previous career, positions and the boards she is serving/has served
 - Joe noted a Sales Manager has rejoined the staff
- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for July financials
 - MCC saw two events cancel, but four were added
 - The organization is ahead of budget
 - Operations did better than budget; DMO is on track
 - Overall loss is pacing better than budget
 - Joe Ward gave an overview of the budget
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC revenue was over budget
 - YTD, the organization is ahead of pace for booking
 - Booked room nights were over goal; YTD ahead of pace
 - MCC had many notable events for the month along with three civic groups that were hosted in July
 - Alison Zelms requested sales show civic events separately as this is a benefit to the community
 - Bill Wiktor suggested listing non-profits
 - Angie gave a hotel industry update and spoke that the industry was headed in the right direction
 - Hotels are showing a slow, but steady recovery with a few valleys
 - International travel is coming back, but business travel has been slow to come back as businesses are finding they can operate differently now

- Bill W asked a question about the future of business travel; Angie responded that many companies do not currently have a travel budget
 - Joe mentioned in-person meetings will be coming back at a slow pace
 - Jess Hemenway commented that a lot of companies are not allowing employee travel and that has been a challenge to work around; 2024 should see a shift back to normal
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Bill gave a social media update
 - Food and craft beverages have been the top shared/most liked posts along with new restaurant openings
 - Organic posts have seen a large uptick
 - Bill presented partnership with Explore Minnesota for the fall passport promotion
 - Bill has connected with two local businesses for events
 - MCC hosted a local soccer club press release
 - Joe talked about the story behind the local group
 - The organization is partnering with DMC on their annual event
 - Bill W asked a question about the event
 - Paul Jansen, General Manager, gave an operational update
 - Paul gave an overview of July events – MCC saw multiple weddings, community and cultural events come through the building
 - Live entertainment continues to be strong
 - Paul highlighted upcoming events, which include live entertainment, tradeshow, cultural events and a symphony concert
 - MCC was nominated for live music venue and best caterer
 - Paul continues to work with to position MCC as a must play venue; and has partnered with several promoters
 - Promoters have been pleased with overall building venue, capacity, and flexibility of staff
 - Joe commented on presentation of food & beverage versatility and media & marketing

- Joe commented on presenting to council; budget is being assembled along with a list of CIP projects
 - Scott Fuernstein, General Manager of Food & Beverage, provided a catering update
 - Scott has been securing and incorporating local vendors for events
 - MCC has had five shows working with four local vendors
 - Vendors booths have been well attended at the shows
 - Bill V B commented on relationship with local media
 - Scott talked about positioning selling locations at live entertainment events
 - Scott gave a staffing update; part-time hourly positions are filling, OVG still struggles to fill full-time positions
 - F & B has been improving onboarding and training platform, along with general training programs
 - Nashauna Lenior-Johnson gave some suggestions for recruiting
 - Joe mentioned the challenge of finding staff to fill trade positions; Nashauna commented on the student production volunteers
 - Alison Zelms, commented on convention hotel bid RFP
 - Meeting adjourned 1:26 PM, approved by Bill Wiktor, seconded by Jess Hemenway; motion carries unanimously
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