CORPORATION MEETING MINUTES || 8 24 2021

- o Board called meeting to order at 12:02 PM
- o No public comment
- o Motion to approve minutes for July 27, 2021 meeting:
    - Approved by Bill Wiktor, seconded by Jacob Malwitz, motion carries unanimously
- o President's Report
    - o Joe Kollar, General Manager, provided updates
        - Down by the Riverside has wrapped up their successful season
        - Night Market was a huge success with a very large attendance; located on Peace Plaza and in RAC
        - One Roof concept is fully operational between MCC, RCT and RAC
        - Financial update was given for the Corporation
    - o Al Beltranena, General Catering Manager, provided a food & beverage update
        - 9,000 meals were served over 3 days for Partnership for Youth event
        - Four local partnerships are being rolled out as well as collaborating on a food truck bank
        - Concessions upgrades are in the design stages
    - o Nick Landry, Vice President of Sales, provided a sales update
        - Sales has booked $237,000 of revenue in the year, for the year along with 3,680 room nights
        - The pandemic continues to cause cancellations
        - Sales will move forward with trade shows and sales blitzes
        - A summer promo for 2022 is in the works
        - Several large events have inquired for early to mid-year 2022
    - o Bill Von Bank, Vice President of Marketing & Communication, provided a marketing update
        - More communication initiatives have been implemented to downtown vendors for event alerts
        - Marketing has been working with John McGivern on a TV production featuring Rochester; filming will include Mayo

Clinic, arts, dining, outdoor adventures, and our community
- An image and video library is being created to support sales efforts
- More signage has been created to cross promote MCC live entertainment and placed throughout the downtown area
- Research is being done for any qualifying grants
- Joe Ward, President, gave an organizational update
- Meeting adjourned 12:48 PM, approved by Bill Wiktor, seconded by Jacob Malwitz

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