

CORPORATION MEETING MINUTES || 8 27 24

Regular Meeting

- The Board called the meeting to order at 12:01 PM
- No public comment
- Motion to approve minutes for June 25, 2024 Board Meeting
 - Approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Nick Landry, Vice President of Administration, will not be attending/presenting
- Paula Lynch, Director of Finance, provided a financial update for June and July
 - Paula presented financials and noted the Corporation exceeded June goals by \$247,000
 - July slightly exceeded budget by \$34,000
 - The Corporation is still on track for the year; current year-to-date is better than budget
 - Craig and Joe both commented on the remainder of the year
- Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - Bill introduced, Cade Roepke, the Corporation's summer intern
 - Cade spoke of what he learned over the summer and the engagement he experienced on social media
 - Both Bill and Joe W spoke of experiences and networking
 - Bill presented his marketing update, starting with noting all the facets of the Professional Bull Riders event and the great example of integration within the team as well great audience engagement
 - Marketing has been focusing on a new event, 'Rhythm and Brews' to bring local Rochester breweries to the Twin Cities
 - Experience Rochester will host the Upper Midwest Conventions and Visitors Bureau Fall Conference

- Angie Richards, Vice President of Sales, provided a sales update
 - Angie shared that MCC revenue booked was at 15% over budget; hotel rooms booked at 145% of budget
 - A mid-year tradeshow recap was presented
 - Angie spotlighted Catering Sales Managers, which includes a team of three that specialize in events with no guest rooms and have contracted over \$500,000 this year
 - Craig Barkdull, Interim General Manager, provided an operational update
 - Craig presented an event highlight on live entertainment and upcoming religious conferences
 - Craig shared that the Operations team has had several large room changes flow seamlessly
 - An event update was given that included 13 live entertainment events, several local events, and 6 live shows for 2025 on sale in the near future
 - Craig provided an operational update that included new certifications for staff
 - Joe Gohndrone, Food + Beverage General Manager, provided a food and beverage update
 - Joe G spoke about 'upping' the level of food presentations and new concession items; more 'upscale' look
 - Staff has been in training to work different events with a higher standard going forward and a new tasting standard has been implemented
 - The concert series through the summer wrapped up with high attendance and great partnerships
 - Joe W commented on presentations, and the status of the transition, with more updates to come
 - Meeting adjourned 1:07 PM, approved by Samuel Prabhakar, seconded by Jess Hemenway; motion carries unanimously.
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