

CORPORATION MEETING MINUTES || 9 24 24

Regular Meeting

- The Board called the meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for August 27, 2024 Board Meeting
 - Approved by Jay Stoyles, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Paula Lynch, Director of Finance, and Nick Landry, Vice President of Administration, provided a financial update for August
 - Paula presented financials and noted the Corporation came in under budget by \$136,000, driven by live entertainment
 - Marketing received a tourism grant of \$30,000
 - The Corporation year-to-date is currently better than budget
 - Next month anticipates to be below budget
 - A forecast has been requested and is in the process
 - 2025 budget is being prepared
 - Bill Von Bank, Vice President of Marketing + Communications, provided a marketing update
 - The Corporation hosted the Upper Midwest Convention and Visitors Bureau Fall conference
 - All ER staff and other staff were involved in creating a successful event with several tours hosted around the city
 - The highlight of the event was the keynote speaker, Alison Zelms
 - Several media outlets were levered for the event
 - Joe W commented on the event with record attendance
 - Marketing continues to lean into the food & beverage scene; and several events such as 'Rhythm + Brews', which will feature two local breweries
 - Bill was on the Cities news previewing events

- Angie Richards, Vice President of Sales, provided a sales update
 - Angie shared that MCC revenue booked was at 146% of budget; hotel rooms booked at 134% of budget
 - Joe W commented on room nights
 - Nick commented on financial reports
 - Angie highlighted local civic events and collaboration with marketing as well as a video piece being created for sales
 - Craig Barkdull, General Manager, provided an operational update
 - Craig noted there were several events in house
 - Joe W commented on live entertainment
 - Craig shared that the staff will be busy with non-entertainment events; a busy season upcoming with over 30 events
 - An event update was given that included 2 live entertainment shows being announced yet for 2024, with 16 live shows on sale; more confirmed being announced
 - Craig provided an operational update that included more training and implementing SOP's in house
 - Joe Gohndrone, Food + Beverage General Manager, provided a food and beverage update
 - Joe G spoke a 'Purple Rain' theme client tasting
 - Staff has had a significant amount of training for upscale presentations
 - Organizational Updates
 - Joe W spoke of new pending contract with partnership and the need to be cohesive; meet and implement standards
 - Joe W also commented on staff moving to next level and transition time frame
 - Nick spoke of the marquee project outside of MCC
 - Both Nick and Joe W spoke to changes in contract, transition items; more conversation to be had
 - Meeting adjourned 1:12 PM, approved by Samuel Prabhakar, seconded by Jay Stoyles; motion carries unanimously
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