

CORPORATION MEETING MINUTES || 9 26 23

Regular Meeting

- The Board called meeting to order at 12:01 PM
- No public comment
- Motion to approve minutes for August 22, 2023 Board Meeting
 - Approved by Jay Stoyles, seconded by Jess Hemenway; motion carries unanimously
- President's Report, Joe Ward
 - Joe welcomed a new Director of Finance, Paula Lynch
 - Paula introduced herself and her spoke of her background
- Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
 - August was a tight month for budget
 - Budget review and rolling forecast are being updated on a weekly basis
 - The organization outperformed the forecast for the month
 - Adjusted gross income was less than budget
 - Ancillary costs and ticket sales were less than budget
 - Operating expenses were better than budget as the building is operating more efficiently
 - Works continues on mitigating expenses
 - The organization is over budget for 2023, but is working on making up to meet budget goals
 - 2024 budget is in the works
- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Joe announced that the organization was awarded the state tourism conference for 2024; the organization will host upper midwest CVB's
 - Joe will be attending the Upper Midwest Association of CVB's as well as sitting on their Board
 - Bill highlighted the Alive After Five event that was hosted for three Thursdays with three downtown partner organizations

- Marketing has been focused on promoting live entertainment
- 'Save the Plate' – Restaurant Week for January 2024 will be announced
- The organization will receive a grant for photography that will be shared with community partners
- Marketing and visitor services handed out 2,500 cookies to staff meeting on Peace Plaza
- Angie Richards, Vice President of Sales, provided a sales update
 - Key Performance Indicators were presented for Quarter 2
 - Economic impact was over \$10 million to the community
 - Sales has 65 prospective events in the funnel including high impact events
 - Sales was 125% over goal; with an 82% customer experience rating
 - MCC had 3,835 civic event days in the building for the current year
 - Contracted and consumed hotel room nights were over goal for both the quarter and the month
 - Angie gave a recap of sales trade show that was attended; 85 appointments were made, over 15 Request for Proposals were received, with over 75 new contacts
- Bucky Dame, Interim General Manager, provided an operational and event update
 - Six live events were highlighted
 - MCC has 21 shows between November and December
 - There has been a large variety of events hosted in the building with over 5,000 attendees for civic events
 - Events for 2024 are being facilitated with promoters
 - The operations team continues to be very busy
 - All staff will continue to monitor expenses
- Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - Chef was on television showcasing food from events
 - Food and beverage staff have hosted several large catered events, including a numerous amount of weddings
 - A new event atmosphere is being created
 - Two new local vendors have been added to the events list

- Five breweries were showcased at an event
 - Staffing changes have been moving forward to streamline service
 - The organization will have a large event in house for October; food and beverage staff to serve over 3,500 attendees
 - October and November will be heavy months for food and beverage events
 - Several support staff from other centers will be arriving to support event work load, including chefs and banquet managers
 - Joe Ward provided an organizational update
 - The draft letter and endorsement for local tax was presented to the board
 - The Board will support the letter to be released to the community
 - A motion was created to endorse the project; approved by Jess Hemenway, seconded by Jay Stoyles, motion carries unanimously
 - Meeting adjourned 1:05 PM, approved by Jess Hemenway, seconded by Bill Wiktor; motion carries unanimously
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