

CORPORATION MEETING MINUTES || 9 28 2021

- Board called meeting to order at 12:02 PM
- No public comment
- Motion to approve minutes for August 24, 2021 meeting:
 - Approved by Bill Wiktor, seconded by Jacob Malwitz, motion carries unanimously
- President's Report
 - Heidi Miekle, Director of Finance, was introduced
 - Joe Kollar, General Manager, provided updates
 - Presentation Hall beam replacement project nearing end
 - Blues Traveler sold 1100 tickets; less than expected due to Delta variant
 - MCC is seeing other booked events slimming down for the remainder of the year
 - Night Market will return next year; still to be located on Riverfront Plaza and in RAC
 - Maintenance is now being provided by MCC for RCT and RAC
 - Two capital projects at RCT have been completed
 - Financial update was given for the Corporation; MCC continues to see huge event losses due to the pandemic
 - Grants being assessed along with COR for park infrastructure and improved use
 - Al Beltranena, General Catering Manager, provided a food & beverage update
 - Concessions update in final design stages
 - Proposal for concession stands
 - Commitment with eight local partners being facilitated
 - Nick Landry, Vice President of Sales, provided a sales update
 - Sales has made 292 solicitations
 - Marketing has been collaborating with Sales on promotional material
 - Sales will roll out individual market plans for 2022
 - New accounts are close to 300
 - Sales blitzes had to be cancelled due to the pandemic

- Convention Services Manager, Dana Ecker, has joined the organization
 - Sales has booked \$134,000 in the year, for the year; with \$200,000 tentative yet for 2021
 - Bill Von Bank, Vice President of Marketing & Communication, provided a marketing update
 - Grant from Explore MN Tourism has been received
 - Marketing is working on 2022 visitor guide
 - More live entertainment 2022 announcements will be coming out
 - MCC has now joined TikTok, a social media platform
 - Marketing will continue to build out still and videography library
 - MCC has rolled out a new refreshed website
 - The Board mosed in to closed session at 1:08 PM and mosed out of closed session at 1:39 PM
 - Meeting adjourned 1:40 PM, approved by Bill Wiktor, seconded by Jacob Malwitz
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