

CORPORATION MEETING MINUTES || 9 27 2022

- Board called meeting to order at 11:58 PM
- No public comment
- Motion to approve minutes for August 23, 2022
 - Approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Lauren Rodriguez, Administrative Assistant
 - Lauren gave an introduction of her previous career and what her role is with the organization
- Heidi Mielke, Director of Finance, provided a financial update
 - Heidi provided an update for August financials
 - The organization came in better than budget
 - Twelve events over; six above anticipated
 - Operations did better than budget; DMO is on track
 - Overall loss is pacing better than budget
- Joe Ward, continued President's report
 - Joe, Alison Z, and Bill W discussed presentation slides
 - Joe gave an update about process and timing with increasing revenue and costs
 - The organization is assembling the 2023 budget for board review
 - The first draft budget has been discussed; ever changing with tough choices
 - Some programs will need to be cut
 - Alison Z made a comment on the operational model
 - The City will talk budget in Spring of 2023
 - The organizations budget will be ready in the next few weeks for board presentation
 - Joe presented about an internal program, Hospitality Heroes, which recognizes staff for their good work and willingness to help
 - Each quarter a meeting is held to update all staff; this meeting included supporting local food trucks

- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Bill gave an update on the When in Rochester App
 - The App is partnered with DMC + Mayo Clinic
 - Marketing has been working on rebuilding the App; including more advertising and a geotargeting campaign
 - Advertising includes digital boards, cards, and printed brochures
 - Another project being rolled out is the update of the twenty-two skyway/subway maps; this was a joint project
 - A video by marketing went viral with a nation-wide following
 - ER/MCC participated at the DMC Annual Meeting with a booth filled with Rochester promotional items
 - Joe W commented on TikTok video; it had 353,000 views, 55,000 likes; Sales booked a meeting because of the video
- Angie Richards, Vice President of Sales, provided a sales update
 - MCC revenue was over budget for another month
 - YTD, the organization is ahead of pace for booking
 - Booked room nights were under goal as they saw a dip in August
 - A citywide event in August was a great economic driver for Rochester
 - ER continues to communicate to the downtown area about large events
 - MCC continues to keep the 'civic' in Civic Center with several local events
 - Several large citywide events have been contracted for 2023
 - Angie commented on new process for logistics
- Paul Jansen, General Manager, provided an operational update
 - Forty-four events were held at MCC; with seventy event activation days in a row
 - Paul gave a highlight of October events as well as live entertainment for the holidays
 - Paul will be attending a conference to connect with agents and promoters

- Two operation positions have been filled
 - Paul presented ASM Global customer survey program; the program will be available for planners and guests
 - Joe W commented on the survey
 - The survey will be sent post event to planners; but available for in-the-moment comments by QR codes for attendees onsite
 - QR code survey is backed with an APP
 - The survey will have dashboard analytics, show key metrics, net promoter scores, a drill down word compile, and more
 - Scott Fuernstein, General Manager, provided a food and beverage update
 - Catering saw a strong financial month
 - Scott gave an update for recent events
 - Scott continues to engage with local businesses for events at MCC
 - Alison Z, Bill VB commented on food trucks
 - Joe Ward, President, provided additional organizational updates
 - Joe discussed the contract for the building operation
 - Bill W asked about Board terms and seats
 - Joe W commented on organization, tenure, and board members
 - Meeting adjourned 1:11 PM, approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
-