

CORPORATION MEETING MINUTES || 2 7 23

Regular Meeting

- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for November 29, 2022 special Board meeting
 - Approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
- President's Report, Joe Ward
 - Joe introduced Jeana Kunkel, newly hired Food & Beverage Manager; Board then introduced themselves
- Rhonda Henderson, Regional Director of Finance, provided a financial update
 - Kelvin Moore, Regional Vice President ASM, gave a staffing update; ASM has been meeting with all staff
 - November results show the organization being over budget
 - Results for December/year end are being thoroughly vetted; December results show the corporation over budget for the month, but under budget for the year
 - Financial staff will begin preparing for the 2022 corporation audit
 - Jeffery Wong, Regional CFO/SVP Finance, goal is to provide accurate financials and produce strong financial statements
 - Joe W commented on financials, beating budget, early pandemic conditions, and supply chain issues
 - Bill Wiktor, Treasurer, requested bullet points on financial statements
 - Joe W commented on increased revenue
 - Alison Zelms, City Administrator, commented on challenges faced
 - Kelvin M commented on staffing changes and challenges

- Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
 - Rochester was featured in AAA Living article; and featured outdoor activities and dining
 - Small Market Meetings featured Rochester in their article
 - Bill gave an update on the New Year's Eve Celebration event, free to the community
 - The building saw 4,800 attendees, six live bands, local partners for vendors, and support from the community
 - Joe W commented on the event success, provided an update for next year; format to be determined
 - Bill presented on Rochester Restaurant Week
 - Businesses were solicited in early November; free to participate
 - Overall we saw 35 participants, including numerous downtown restaurants, with partner assisted marketing, and a multichannel approach
 - Marketing included table toppers, clings, and digital assests
 - Joe W commented on the idea of the event, success, and hosting again next year
 - The event sparked great media interest, with a variety of restaurants represented by their stories
 - The industry was excited to promote the event
 - Joe W commented on advertising, and more potential with more partners
 - Alison Z asked questions about tracking media
- Angie Richards, Vice President of Sales, provided a sales update
 - Sales started up the year against challenges, but still exceeded 2022 budget
 - Sales saw a 45% year over year increase in events, and a 44% year over year increase in hotel rooms
 - Economic Impact Calculator shows 22 million into the local economy
 - Economic impact and average daily rate of \$119.87 is the highest on record

- Joe W commented on convention hotels and groups that MCC lost due to not having a dedicated hotel
 - Sales also focused on Civic Engagement; 150 event days were held in the building, with 78,744 attendees and included arts & culture, and diversity groups
 - Sales is actively looking for underrepresented groups to hold events and represent for 2023
 - Joe W commented on working on civic group KPI's (Key Performing Indicators)
 - Angie discussed growth potential for 2023 including collaboration on local civic engagement, familiarization tours, new sporting events, and national associations
 - May – June 2024, 9,000 room nights booked; normally was 1,500
 - Large planning group will be coming to MCC in 2024
 - Joe W commented on large groups returning to Rochester in 2023
- Paul Jansen, General Manager, provided an operational update
 - Operations team has come together and collaborating better as a team
 - Paul gave an update on event highlights, including several live entertainment events, with top grossing events in MCC history
 - Upcoming events include concerts and local sports
 - Paul provided a snapshot of live entertainment
 - Accounting and two event coordinator positions have been filled
 - An energy transition project is in the works
 - A new sustainability program includes robust recycling and food & beverage compost
 - Union negotiations are almost completed
 - Bill Wiktor, Treasurer, asked about newly implemented surveys
 - Paul commented on survey logistics
 - Alison Zelms, commented on labor market
 - Paul and Joe W commented on local partnerships

- Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
 - Jeana talks about her interest in Rochester and previous places of employment and an event highlights
 - Jeana has planned to have unique offerings for each event
 - Food and Beverage has worked on several local engagement events
 - A plan is in place for stepping up presentations
 - Additional food donation options are being researched
 - Jeana has been contacting local schools for concessions ideas when school events are being held at MCC
 - Joe W commented on food and beverage staff and new set ups; and a renewed synergy with staff
 - President's Report (continued), Joe Ward, provided an organizational update
 - Hotel study is in progress with consultant
 - State tourism organization had a budget increase; Rochester will take advantage of the opportunity for marketing dollars
 - Bill V commented on state marketing grants
 - Goal is to continue to tell story of Rochester to visitors
 - Meeting adjourned 1:19 PM, approved by Marco Lanz, seconded by Bill Wiktor; motion carries unanimously
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