

Mayo Civic Center Commission Meeting
Wednesday, May 13, 2015 – 2:00 PM
Mayo Civic Center McDonnell Suite B

Commissioner Attendees: John Beltz, Jerrie Hayes, Shannon Knoepke, Heidi Mestad, Marv Mitchell, Dan Nelson

Commissioner(s) Absent: Jon Eischen

Attendees: Donna Drews (Mayor Civic Center (MCC)), Matt Esau (MCC), Mary Gastner (Rochester Convention and Visitors Bureau (RCVB)), Julie Gay (blogger), Dave Goslee (City Attorney), Brad Jones (RCVB), Chad Koehler (Lancer), Andy Krogstad (MCC), Jon Neubauer (CPMI), Jo Oeltjen (MCC), Erin Okins (MCC), Bill Wiktor (Facilitator), Laura Woolworth (MCC)

A. Call to Order

Called to order at 2:04 PM by John Beltz

B. Open Comment Period

None

C. Council Item Review

None

D. Action Items

a. Approve Meeting Minutes – April 8, 2015

Motion to approve the April 8, 2015 meeting minutes was made by Jerrie Hays, Second by Shannon Knoepke. Motion unanimously approved.

b. Approve Monthly Financial Report – March 2015

a. Income Statements

Because of the change in the meeting date from the third Wednesday of the month to the second Wednesday of the month, the lodging tax revenue is not reflected in this month's report. Motion to approve Monthly Financial Report was made by Heidi Mestad, Second by Jerrie Hayes. Motion unanimously approved.

b. Operations and CIP Payments

Reminder the reports will be a month behind because of the meeting date change. Motion by Marv Mitchell to approve the Operations and CIP Payments, Second by Heidi Mestad. Motion unanimously approved.

E. New Business

a. Kitchen Addition Value Engineering – EFIS Stucco System

Donna Drews said that for the last six weeks, the construction team has been reviewing potential solutions to reduce the construction costs by \$700,000 in order to balance the construction budget, yet assure quality control. One solution that could bring significant savings is a change the banquet production kitchen exterior facade from a brick to an EFIS System. Jon Neubauer presented information on an EFIS system, and explained how it functions versus a brick façade. Both provide similar benefits, but an EFIS System could bring savings of up to \$180,000. By consensus, the Commission agreed the EFIS System is reasonable and approved it as a feasible option.

- b. MCC Commission report to the City Council Committee of the Whole, June 8, 3:30 PM
On June 8, the City Council would like to hear from the MCC Commission on 2014 budget highlights, future challenges, additional staffing requests, etc. John Beltz requested volunteers to assist in planning the presentation. Marv Mitchell and Shannon Knoepke agree to help. It was suggested that all Commission members plan to attend. The meeting will be held at City Hall, Room 104.

F. Construction Update

The lobby, the ballroom and a good portion of the skyway have been demolished, and pile driving will start in about two weeks. The street plan – one lane each direction – will probably be implemented the week of June 8. There are multiple vibration monitors (at the Library, the Post Bulletin, the Art Center and one inside the Mayo Civic Center) in place. Knutson Construction has been great with the noise issues, and listened to our concerns. CPMI has been a great help, especially when sound-related issues have occurred. MCC's accessibility plan has been implemented, and adjustments will continue. Overall, this plan is working very well.

G. Unfinished Business

a. MCC Business Plan Update

Bill Wiktor helped facilitate this section.

The goal is to create a concise document of the organization's strategic direction

1. Review/confirm mission and vision
2. Define major goals/areas (3-5) and objectives
3. Define metrics, targets and initiatives, tasks
 - a. Define owner and measurement(s)
4. Consolidate work outputs and reach agreement with combined group

Building block areas that support the mission

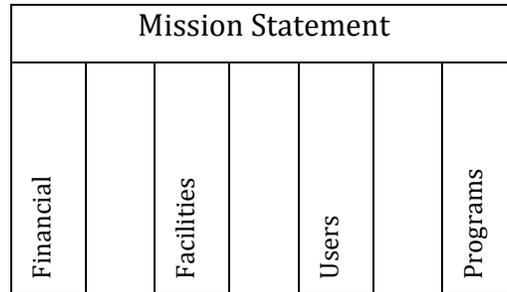
Goals – A timeless statement that describes what you want to attain

Objectives – What must be done to obtain the goals?

Metrics – What is it that you are going to track?

Targets – What are you going to measure?

Initiatives – What tasks will support what we plan to do?



Mission at the top
 The pillars hold up your mission

Examples ONLY

Financial – economic generator

Goal - Become an economic generator for the community

Objectives – Meet your annual budget

Improve the Gross Domestic Product of the community

Metric of some sort

Target – you want to increase revenue by 3%, decrease expenses by 2%

Tasks/Initiatives – things that you are going to be doing and who is responsible for the task

Facilities – world class services, high-quality versatile facilities

Users – premier destination for performers, audience, organizations

Programs – conventions, entertainment, social, sporting – local, regional, national, international

EASELS

Revenue Generator – Mayo Civic Center; Community

Sustainable Revenue – Mayo Civic Center; Community

Business/Economic Generator

GOALS

[Economic] Significant, sustainable ~~revenue~~ economic generator for the City and the Community

- Meet targeted MCC ~~revenue~~ financial goals for 2015-2019 (annual revenue goals rather than listing specific years)
- Meet economic impact \$ to community
- Demonstrate civic stewardship

[User] Create a positive “Great”, memorable, meaningful, exceptional customer (performers, users, etc.) experiences; includes: facilities, services and programs

- Create an easy and convenient booking experience
- Create and maintain a safe and enjoyable ~~world-class~~ amenities in the facility
- Deliver a broad spectrum of programs relevant to the SE MN community

[People] Create an ~~talented~~ internal culture that attracts and retains the best talent

- Maintain optimal level of staffing
- Invest in staff training and professional development

- Create/maintain innovative and engaged staff
- [Processes] Foster/Create operational excellence for efficiencies
- Create integrated (across organizations) systems
 - o Booking, serving, etc.
- Develop a comprehensive community communication process

Processes should be developed at the grassroots level, not created by the Mayo Civic Center Commission

The next things from here are to create the metrics.

Then, after that there should be targets.

Then, after that are initiatives or tasks. Right there you want the staff to do this and then you will put a name next to that task to identify who is responsible – either the staff or the Board or another organization.

Next Steps – Staff take this as your template, make these things happen, these are goals within your scope of knowledge and tools, tell us how we are going to do this, or where the barriers are.

H. Other Business

MCCC/RCVB – new format to RCVB Executive Board Meeting is that it will be a 1½ hour meeting

First 45 minutes – RCVB Executive Board will meet

Second 45 minutes – RCVB Executive Board and MCCC officers will meet. Only three MCCC officers can attend, with four there would be a quorum. John Beltz, Heidi Mestad, and John Eischen will attend – Marv Mitchell will serve as an alternate. There will probably be a couple of larger RCVB/MCCC joint meetings per year.

The MCCC officers will report back to the full MCCC Commission meeting. No decisions will be made at the joint MCCC/RCVB meeting – all recommendations will be brought back to the full meeting of the MCCC Commissioners.

I. Adjournment

The meeting was adjourned at 4:55 PM

Next Meeting: Wednesday, June 10, 2015, 3:00 PM