

Mayo Civic Center Commission Meeting
Wednesday, September 14, 2016 – 3:00 PM
Mayo Civic Center Riverview Suite A

Attendees: Commission Members

Teresa Chapman, John Eischen, Jerrie Hayes, Heidi Mestad, Marv Mitchell, Dan Nelson
Absent: Michael Smith

Other Attendees:

Marti Abts (Rochester Civic Music Board), (Donna Drews (Mayo Civic Center (MCC)), Julie Gay (Self), Matt Esau (Rochester Convention and Visitors Bureau (RCVB)), Mary Gastner (RCVB), Dave Goslee (City Attorney's Office), Brad Jones (RCVB), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Gary Neumann (City Clerk's Office), Jo Oeltjen (MCC), Erin Okins (MCC), Taj Simmons (KTTC), Peter Virnig (Lancer Hospitality)

A. Call to Order

0:06 Audio Tape

The meeting was called to order by Heidi Mestad, Chair, at 3:01 PM.

B. Approval of Agenda

0:29 Audio Tape

Motion to approve the agenda was made by Marv Mitchell, Second by Teresa Chapman.
Request to move the RFP for Branding to Item H.a. and move the current Item H.a. to H.b.
Motion was unanimously approved.

C. Open Comment Period

1:16 Audio Tape

No comments

D. Consent Agenda

1:22 Audio Tape

- a. Council Item Review
 - i. Revised City/RCVB Agreement
 - ii. Expansion Construction Change Order 10
- b. Meeting Minutes
 - i. August 10, 2016 Regular Meeting
- c. Monthly Financial Report
 - i. August 2016 Bills and Income Statement
- d. Construction Update

Motion to approve the consent agenda was made by John Eischen, Second by Marv Mitchell. Motion was unanimously approved.

E. Directors Report

2:05 Audio Tape

Heidi Mestad and Donna Drews met with a group of Civic-Cultural representatives including: Megan Johnston, Rochester Art Center, Steven Schmidt, Rochester Civic Music, and Audrey Betcher, Rochester Public Library/Rochester Arts & Cultural Collaborative. They talked about some mutual opportunities that might be captured for Mayo Civic Center and “the neighborhood.” People who were invited, but were unable to attend were: Gregory Stavrou from Rochester Civic Theatre, Tony Knauer, City Transit/Parking, and Paul Krogseng, Lanier Parking.

The City Council has approved funding to pay for rental costs associated with the Martin Luther King Jr. Holiday Celebration.

It looks like Knutson will begin pouring the Plaza concrete next week.

There is one open job posting for the AV Technical Supervisor.

There will be an update of the 2016 Quarterly Sales and Marketing Report at the October meeting.

Poo Shu Wang, the artist selected to create the exterior art sculpture, has been engaged with construction engineers and is on track for project installation in early spring 2017.

ACTION: Donna Drews – Give 2016 update at the October meeting.

F. 2016 Strategic Goals Update

5:11 Audio Tape

This will be updated following the Quarterly Sales and Marketing Report.

G. Sales Report – Matt Esau, MCC Director of Sales

5:41 Audio Tape

RCVB and MCC combined booked an estimated \$202,918 in MCC revenue with a total estimated economic impact of \$1.9M. Our MCC sales YTD is \$2.48M in estimated revenue which is ahead of pace to reach our 2016 goal. The RCVB just received the revised future sales targets from MCC. RCVB is in the process of setting our 2017 sales goals. Once the goals are finalized, the RCVB will share those goals with the MCCC. How much of the \$202,918 is new business? Five of the events were new business for the month of August.

HVS Consulting will be sending a progress report to Matt tomorrow (9/15) on their revenue management tool project. Matt will share that report at the October meeting.

A more in-depth sales report will be given at the October meeting.

ACTION: Matt Esau – Share RCVB future sales goals.

Matt Esau – Share HVS Consulting revenue management tool project report at October meeting.

H. New Business

10:01 Audio Tape

- a. RFP for the RCVB to move forward with the Branding RFP

Motion was made to approve the RFP for the RCVB to move forward with the Branding RFP by Marv Mitchell, Second by Teresa Chapman.

Discussion was had on the Branding RFP. This may have gone through the MCCC more quickly if the MCCC had been involved earlier. Jerrie Hayes would like MCCC representation on the taskforce going forward. Mary Gastner said that after a timeline is determined with the chosen agency, an update will be brought to the MCCC. Because convention center construction is nearing completion, the RFP will not be completed in time to affect the internal MCC signage. The RCVB receives quarterly report cards on visitors' experience. This includes 72 metrics. Brad Jones said the RCVB will assume the full costs associated with rebranding, unless the costs are extremely high. The RCVB wishes to establish a brand platform according to Brad Jones, and asked that 1-2 MCC Commission members and MCC staff participate in the Brand Taskforce efforts.

Motion approved.

Branding Taskforce – there will be monthly meetings, they will review the proposals that come in. Commissioners who volunteered to be on the Branding Taskforce are: Marv Mitchell and Dan Nelson.

ACTION: Branding Taskforce report to be added to the monthly MCCC Agenda.

b. Committees and Taskforces Guidelines

Food & Beverage Committee, Executive Committee, Finance Committee

The committees were established about three months ago, and in an effort to begin the process of establishing committee guidelines, Heidi Mestad and Donna Drews prepared draft guidelines for each.

i. Motion to Adopt Rules/Motion to Refer

Motion to adopt rules/motion, which include the specific names of the committee members, to refer committee rules was made by John Eischen, Second by Dan Nelson.

A discussion was had regarding committee scope and charge, seats and talents for each committee. Intention of Section 4 is to determine committee member roles and terms, and whether members will be voted, appointed or volunteer for the positions. It is the charge that limits or expands the scope, according to Robert's Rules and research conducted by Jerrie Hayes and Donna Drews. Committee meetings are subject to open meeting laws which limits MCC Commission member participation to three members only.

Motion Approved.

Motion to refer – There is a charge that is given to the committee when it is formed – its scope, its parameters, its job responsibilities. If an issue comes before the Commission in full, for example in the Open Comment section of the agenda; the Commission has to decide who they will give the issue to. That's when the motion to refer happens. Any motion to refer should say what is being referred, why we are referring it to that group and what is expected to be accomplished.

Friendly amendment to remove specific names from the Committee Rules. Amendment accepted by vote of the Commission.

ii. Committee Guidelines Draft

This is for discussion and to be brought back to the next meeting. This would go back to the individuals and their groups: add in/change and have those comments back to Donna Drews sooner rather than later so the comments get into the packet for next month.

The Executive Committee could do the same – define their charge, etc.

ACTION: Executive Committee, Finance Committee and Food & Beverage Committee to review, add and/or change items pertaining to their committee. Comments due back to Donna Drews by October 5.

I. Unfinished Business

1:20 Audio Tape

a. MCC Food & Beverage Committee Update

i. Lancer Hospitality Contract for MCC Food & Beverage Management Services

The Food & Beverage Committee did not meet this month. This was postponed until the Committee members were able to go through the charge.

Hospitality Contract

We have been presented with a proposal from Lancer Hospitality for a three-year contract with the possibility of two one-year extensions. At the last commission meeting Lancer was awarded a one-year extension of their existing contract. The new proposal has some different terms. It is something that was not part of the RFI/RFP scenario. Without a charge, what would the Commission like to do – have the Food & Beverage Committee look at and bring forth with recommendations, or have Lancer representatives present their proposal at the October meeting? The Finance Committee would like to review the Lancer Hospitality proposal, but should that be delayed until the committee charges are defined?

Motion to reconsider an action rejecting all RFPs was made by John Eischen, Second by Jerrie Hayes. Motion unanimously approved.

Motion to reconsider the action extending the original contract was made by Jerrie Hayes, Second by John Eischen. Motion unanimously approved.

Motion to put the concessions contract on the agenda for October for direct discussion by the Mayo Civic Center Commission was made by Jerrie Hayes, Second by John Eischen. Motion unanimously approved.

There is an opening on the Food & Beverage Committee. Depending on how the Food & Beverage Committee is defined, will determine who might be interested (i.e. a catering person, a community member).

There have been a couple of reports of non-compliance on catering. If the Food & Beverage Committee is not currently charged to deal with these issues, should this topic be brought to the next MCCC Commission meeting? There have been two catering incidents where the catering services provided were significantly out of compliance with the Catering Requirements and Guidelines. These items need to be addressed. Process: provide notice to the catering party that complaints have been of non-compliance and the catering party has an opportunity to either be present at the discussion at the Food & Beverage Committee, if the Food & Beverage Committee is going to undertake it, or the catering party can provide a written response. The Catering Requirements & Guidelines have already been set as a part of actions we have previously taken. Donna Drews and Jerrie Hayes will meet with the catering party. If there is a written response from the catering party, this will be need to be circulated to the Commission members. There will be a report to the full Commission on this.

ACTION: Donna Drews and Jerrie Hayes will meet the catering party.

b. Finance Committee Update

i. Five-year Revenue Targets for RCVB Sales Team

The group reviewed MCC's operating expense forecasts, and adjusted the total to reflect increased estimates for utilities, insurance, contracted services and supply costs. During the September Finance Committee Meeting a discussion was had with the Sales Team to discuss the adjusted forecast and potential cost increases. The group is considering operating expense trends and City Finance Department estimates. More information will be presented at the October meeting.

ACTION: Finance Committee information to be presented at the October meeting.

c. 2017 -2019 Strategic Plan Discussion

There has been no feedback received on the 2017-2019 Strategic Plan for the last two months.

Motion was made to approve the 2017-2019 Strategic Plan by John Eischen, Second by Jerrie Hayes. Motion was approved.

d. Convention Center Grand Opening

This is for information only. The Rochester Convention and Visitor's Bureau would like to pump this up and make it a really big event. There was a large group, Donna Drews, Andy Krogstad, Erin Okins, Tracy Austin, Mary Gastner, Brad Jones, Matt Esau, Chris Wagner and Donna Bussell, that got together to share ideas, event styles, target audiences, key messages, requirements, timing and budget. Donna Drews will send out the document with these items to the Commission members. Donna Bussell thought there might be an opportunity to speak with City Administration to make a special request for funding. Will be asking the Commission to designate a Grand Opening Taskforce to communicate with the group previously listed. Mary Gastner will be working with RCVB staff, MCC staff and Donna Bussell to create a temporary project outline, the estimated budget needs and to put all of our thoughts into the structure of a project outline. During the Civic-Cultural meeting there was interest in how they could help. Discussed the Grand Opening Taskforce. MCC Commission members to be on the Grand Opening Taskforce are: Teresa Chapman, Heidi Mestad and Dan Nelson. As part of the grand opening there will be a public event. Suggestion was made by Marv Mitchel to talk with Jacob Malwitz from Mayo Clinic to be on the Grand Opening Taskforce.

ACTION: Donna Drews to send out the notes on the Grand Opening from the group that met.

J. Other Business

1:59:36 Audio Tape

No other business

K. Adjournment

2:00 Audio Tape

Motion was made to adjourn the meeting by Jerrie Hayes, Second by Dan Nelson. Motion unanimously approved. Meeting adjourned at 5:02 PM.

Next Meeting: Wednesday, October 12, 2016 at 3:00 PM