

**Mayo Civic Center Commission Meeting**  
**Wednesday, November 9, 2016 – 3:00 PM**  
**Mayo Civic Center Riverview Suite E**

**Attendees: Commission Members**

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

**Other Attendees:**

Donna Drews (Mayo Civic Center (MCC)), Julie Gay (Self), Mary Gastner (Rochester Convention and Visitor's Bureau (RCVB)), Dave Goslee (City Attorney's Office), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Gary Neumann (City Clerk's Office), Jo Oeltjen (MCC), Erin Okins (MCC), Andrew Setterholm (Post Bulletin)

A. Call to Order

0:12 Audio Tape

The meeting was called to order by John Eischen, Finance Chair, at 3:05 PM

B. Approval of Agenda

0:17 Audio Tape

Motion to approve the agenda was made by Jerrie Hayes, Second by Teresa Chapman. Motion was unanimously approved.

C. Open Comment Period

3:24 Audio Tape

No Comments

D. Consent Agenda

0:40 Audio Tape

a. Council Item Review

i. Food & Beverage Management Contract with Bluebell Services LLC (Lancer Hospitality)

ii. Convention Center Expansion FF&E Purchase – Tables, Chairs and Associated Equipment

b. Meeting Minutes

i. October 12, 2016

c. Monthly Financial Report

i. October 2016 Bills and Income Statement

d. Construction Update

John Eischen requested pulling some agenda items: Items a.i. – Food & Beverage Management Contract with Bluebell Services (Lancer Hospitality) and a.ii. – Convention Center Expansion FF & E

Purchase – Tables, Chairs and Associated Equipment. Motion to approve the consent agenda with items a.i. and a.ii. pulled was made by Dan Nelson, Second by Heidi Mestad.

With the increase in Heidi Mestad's job, she stated that Marv Mitchell will be assuming her duties of chairing the meeting for November and December.

Discussion was had on the items pulled:

a.i. – Reviewed terms of contract with Blue Bell Services, LLC (Lancer). The management fee will increase from \$55,000 to \$57,000, and the incentive fee is capped \$57,000. Also, Blue Bell has committed to a capital investment amount of \$50,000 over five years. Blue Bell's current agreement lists capital investment without a guaranteed commitment and in the last four years, opted to provide \$24,000 in capital investment.

Motion was made by Jerrie Hayes to recommend to the Rochester City Council the approval of this contract, Second Heidi Mestad. Motion unanimously approved.

a.ii. – FF & E bid process. Discussion was had on the MCC expansion FF & E (furniture, fixtures and equipment) budget. MCC Staff is recommending MyteLite as the vendor for ballroom stacking chairs, and also to provide replacement for Arena and Auditorium main-floor seating chairs. Only one bid (Virco) was received for banquet folding tables. Funding for the ballroom stacking chair and banquet folding table purchases is included in the MCC expansion project. The Auditorium and Arena folding chair purchase will be funding through MCC's CIP budget.

Motion by Jerrie Hayes to adopt the recommendation of the staff regarding the purchasing of convention center tables, chairs and associated equipment, and to recommend to the City Council the approval and purchase of the round banquet tables, rectangular tables and banquet stacking chairs from MyteLite and Virco with a purchase cap of \$1,392,733.61 subject to adjustment for an order reduction, and would move that expenditure is paid out of the Civic Center expansion budget; move as part of this motion the staff's recommendation for the purchase of folding chairs be adopted and recommend to the City Council that they approve expenditure for replacement folding chairs \$223,680 to be funded from the Capital Improvement Program Budget, Second by Heidi Mestad. Motion unanimously approved.

Motion to approve consent agenda was made by Heidi Mestad, Second by Dan Nelson. Motion unanimously approved.

E. Review Action Items from October 12, 2016 Meeting

20:59 Audio Tape

Catering related item – Donna did have a meeting with the caterer.

F. Directors Report

21:40 Audio Tape

AV Technical Supervisor starts tomorrow. The 2017 Meeting Dates are on a hand out you received. It looks like we have a tentative labor agreement with one of our bargaining units.

## G. September Sales Report

23:21 Audio Tape

Brad Jones reviewed the September Sales Report. We had a great October, trending up as far as sales go. There were 37 new leads in October. We have been giving lots of tours. Brad Jones handed out some marketing materials for the "Center of the City" campaign.

Action Item – On the sales report, list the definite events not what is in the "funnel."

## H. New Business

38:41 Audio Tape

## a. MCC Commission 2017 Officer – Nominating Committee

The Nominating Committee is not required, but recommended. The next year's officers need to be placed by the beginning of the year. There will be openings on the Mayo Civic Center Commission (MCCC). These openings need to be applied for through the online process and then go through the Mayor's Office. You remain on the Commission until your successor is appointed. The appointed Nominating Committee will be: John Eischen, Heidi Mestad and Dan Nelson (Lead). Charge: Give recommendations for officers to the MCCC at the December meeting.

Action: Give recommendations for officers to the MCCC at the December meeting.

## b. Drone Policy – Draft

The draft Drone Policy has not been reviewed by Dave Goslee yet, but has been shared with the City's Safety Officer. This is for discussion only. Indoor licensing is different from outdoor licensing for drones.

## c. RCVB 2017 Budget

Sales and marketing are separate line items in the 2017 budget.

## d. MCC 2017 Marketing Plan – Draft \$167,026

A discussion was had on the marketing plan. The focus is on lead generation. Third-party planners, personalization, market segment approach (i.e. focus – medical; includes associations, religious and social); tradeshow, grand opening awareness, local influencers, we need imagery and video showing exceptional experiences. The 2017 targets (\$146,000) are lead generation, prospectus, impressions, views, sessions, partnerships, brand launching. \$55,000 in RCVB budget is separate from \$146,000. MCC budget is included, but not in lead generations, most dollars are internal except for the website.

## I. Unfinished Business

1:08:38 Audio Tape

## a. Finance Committee Update

No comments

## b. Food &amp; Beverage (F &amp; B) Committee Update

The F & B Committee discussed the BlueBell management contract proposal. Members also discussed plans to introduce the new banquet production kitchen to MCC's Signature Caterers, equipment training, and a review of processes and procedures. All catering personnel must participate in training before they are allowed access to the new kitchen. Training schedule options will be offered. All training will be coordinated by Chad Koehler, MCC Hospitality General Manager. Final Health Department inspections are pending.

c. Convention Center Grand Opening Task Force Update

Members of the task force are Tracy Austin, Donna Brussell, Donna Drews, Mary Gastner and Heidi Mestad. Project goals: to build awareness, pride and ownership, generate economic growth, and introduce arts and culture. The event will focus on both civic and client audiences. The task force is focused on a meaningful, efficient and impactful event.

**Action: Build framework and Budget (i.e. date and length of time)**

**Action: Provide ongoing information to MCCC – make this an information item on the agenda each month.**

d. Branding Task Force Update

The Task Force is conducting interviews currently. Hope to have a vendor selected by November 21, 2016.

J. Other Business

1:32:55 Audio Tape

Andy Krogstad proposed approval to purchase Auditorium and Arena portable staging. Bids received included Sico @ \$336,786 and Stage Right @ \$348,786. MCC currently uses Sico staging equipment, their bid is under budget by \$65,000, and is recommended by staff. The source of funding for this purchase is the MCC expansion FF&E budget. Approval for staging will be tabled until the December meeting.

**Action: Approval for staging at the December meeting.**

K. Adjournment

Meeting adjourned at 4:44 PM

Next Meeting: Wednesday, December 14, 2016 at 3:00 PM