

Mayo Civic Center Commission Meeting
Wednesday, January 13, 2016 – 3:00 PM
Mayo Civic Center McDonnell Suite

Attendees: Commission Members

John Beltz, John Eischen, Jerrie Hayes, Heidi Mestad, Marv Mitchell, Dan Nelson
Absent: Shannon Knoepke

Other Attendees:

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (MCC), Mary Gastner (Rochester Convention and Visitors Bureau (RCVB)), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Brad Jones (RCVB), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Gary Neumann (City Administration), Jo Oeltjen (MCC), Erin Okins (MCC), Andrew Setterholm (Post-Bulletin), Laura Woolworth (MCC)

A. Call to Order

0:00

The meeting was called to order by John Beltz at 3:03 PM

B. Approval of Agenda

00:30

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

C. Open Comment Period

0:43

Dan Nelson apologized to Andy for cutting him off abruptly last meeting.

D. Consent Agenda

1:37

a. Council Item Review

i. MCC Convention Center Expansion Charge Order 5

John Eischen asked where the gypsum board was – it is primarily in the Ballroom

b. Meeting Minutes

i. December 9, 2015

c. Monthly Financial Report

i. November 2015

d. Strategic Plan Goals Update

Motion to approve the consent agenda was made by Jerrie Hayes, Second by Heidi Mestad. Motion was approved.

E. Sales Report – Brad Jones
2:15

Information for 20106-2022 in the packet.. Brad Jones discussed the Sales Report. The RCVB closed out 2015 strong. The pace goal is where we should be today.

Action Item – Verify if the Confirmed includes entertainment – Brad Jones

Action Item – Indicate the number of new business in the Confirmed for the upcoming years (by year) – Brad Jones

F. Directors Report
18:08

Donna Drews talked about Chris Young concert, topping off ceremony when the last piece of steel is installed, the Mayo Brothers statue, event parking, and informed Commission the Mayor has been conducting interviews for the members of the Mayo Civic Center Commission.

G. Unfinished Business
21:52

a. Election of 2016 MCC Commission Officers – John Beltz, Chair

Discussion on who was leaving the Commission. Election of 2016 MCC Commission Officers.

Voted on Heidi Mestad becoming the Commission Chair – vote taken, all positive votes for Heidi.

Heidi Mestad – 2016 Chair. Voted on Marv Mitchell becoming the Vice Chair – vote taken, all positive

votes for Marv. Marv Mitchell – 2016 Vice Chair. Voted on John Eischen staying as Finance Chair – vote taken, all positive votes. John Eischen – 2016 Finance Chair. Voted on Marv Mitchell offer to continue as Secretary until the new members are in place-vote taken, all positive votes.

Action Item – Election of MCC Commission Secretary – MCC Commission

b. Review of Joint RCVB/MCC 2016 Sales and Marketing Plan – Dan Nelson and Mary Gastner

27:22

Discussion and highlights by Dan Nelson and Mary Gastner on the Sales and Marketing Plan. There will be quarterly updates in person, but monthly updates to the MCC Commission using reports.

Motion to approve the Joint RCVB/MCC 2016 Sales and Marketing Plan was made by John Eischen, Second by Heidi Mestad. Motion approved.

c. MCC Convention Center Art Committee Update – Marv Mitchell

37:25

Marv Mitchell announced that Megan Johnston, Executive Director of the Rochester Art Center, and Tessa Lueng have volunteered to joined the MCC Convention Center Art Committee. Discussion on some of the areas where art will make sense and the roles the MN Arts Council will play. An RFP is being worked on. The MN Arts Council will take care of sending them out, getting them back in, and going through them to see which ones fit the plan, and then the RFP's that make the cut will come to the MCC Convention Center Art Committee. The next meeting is January 28, hope to have the RFP draft in place and an agreement with the MN Arts Board is being reviewed to define the scope of their services.

Action Item – Meeting – MCC Convention Center Art Committee will meet January 28

d. RCVB Sales Subsidy Process – Brad Jones, RCVB

41:48

Discussion on catering rebate. Discussion on sales subsidy.

H. Monthly Discussion Topic – *MCC Commission 2016 Goals*

58:39

Discussion of the MCC Commission 2016 goals. Talked about diversification of revenue streams as well as services/operational priorities to be ready for the new building.

Action Item – Bring staffing plan to the February meeting – Donna Drews

Action Item – Create outline and template for February meeting – Someone from the Commission to chair this

1. Improve incremental revenues
2. Staffing
3. Training
4. Budget process – alignment of the RCVB budget and MCC budget
5. Increase community involvement – Get more community people involved in MCCC task forces

I. Other Business

1:21:02

John Eischen talked about taking about 20 Kasson –Mantorville Industrial Tech students on a Mayo Civic Center construction tour. He talked about how well the tour went. The purpose of the tour was to try to promote construction careers.

J. Adjournment

1:22:14

Motion was made to adjourn the meeting by Jerrie Hayes, Second by John Eischen. Meeting adjourned at 4:25 PM.

Next Meeting: Wednesday, February 10, 2016 at 3:00 PM