

Mayo Civic Center Commission Meeting

Wednesday, April 13, 2016 – 3:00 PM

Mayo Civic Center Riverview Suite E

Attendees: Commission Members

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

Other Attendees:

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), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Jere Lantz (Rochester Symphony Orchestra & Chorale), Gary Neumann (City Clerk's Office), Jo Oeltjen (MCC), Erin Okins (MCC), Laura Woolworth (MCC)

A. Call to Order

0:00 Audio Tape

The meeting was called to order by Heidi Mestad at 3:02 PM

B. Approval of Agenda

0:04 Audio Tape

Request to move the Marketing to follow the Sales Report

Motion to approve the agenda as amended was made by Marv Mitchell, Second by Michael Smith.

Motion was unanimously approved.

C. Open Comment Period

0:43 Audio Tape

Jere Lantz from the Rochester Symphony Orchestra and Chorale (RSOC). This year is the 15th Anniversary of 9/11 and ROSC is looking to put on a concert on Saturday, September 10, 2016 as a gift to the community. The 34th Infantry Division National Guard Red Bull Band of MN together with a choir from community, the core of which would be the Rochester Chorale, but with anyone who wants to sing for that occasion. This will be a no charge event. Request was made to use the Mayo Civic Center facility at no charge for that event, would pay for any additional charges. The venue being used would be the auditorium. Decision on this will be made at the next Mayo Civic Center Commission meeting.

D. Consent Agenda

3:25 Audio Tape

a. Council Item Review

i. Approval of Joint Powers Agreement with MN State Arts Board

ii. MCC Convention Center Expansion Charge Order 7

b. Meeting Minutes

i. March 10, 2016

c. Monthly Financial Report

- i. February and March 2016
- d. Strategic Plan Goals Update
- e. Construction Update

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

E. Sales Report – Matt Esau, Rochester Convention & Visitors Bureau

3:57 Audio Tape

Matt discussed the Sales Report and bookings. Working on the pace of bookings for subsequent years. Discussed Data Privacy Statute – particular information about a given events will not be shared in a public forum, the information can be shared with the Commission members but only as confidential documents – Commission members can discuss events in general terms. Discussion of what new events are scheduled, reviewed the priority levels. From April 2016 to April 2017, MCC will be without some breakout rooms. Presentation Hall will be out of commission for 4-5 months beginning 1Q17. By April 1, 2017 most of the work on Mayo Civic Center expansion will be completed. By the end of May/June 2017, everything should be complete. Question – Does MCC have the correct amount of staff and the correct staff? Question – Could decision dates be included in the commissioner’s packet. The commission discussed concerns over the booking pace and the ability to meet financial targets in 2017.

Action: Donna Drews will schedule a meeting with the Revenue Team (John Eischen, Teresa Chapman, Michael Smith), Brad Jones,, and the RCVB Sales Team to look at the strategies from now through 2020.

Action: Matt Esau to review and report back on the probability of which events will close.

Communication/PR Update – Mary Gastner

Moved up from later in the agenda

Mary will be doing quarterly reports. On the report, they have added a column “progress to date”. Mary presented highlights on the report and talked about RCVB marketing efforts. Laura Woolworth talked about the new email templates. Comment was made by Marv Mitchell that he was pleased with the mailer. With the realigning that was done at the MCC, Erin Okins will be taking on more of a marketing manager for the MCC and working collaboratively with Mary.

F. Directors Report

1:08:28Audio Tape

Donna thanked Laura Woolworth for her work on the Monster Truck Destruction Tour. She handled the booking. The show sold out on Saturday. Concessions sold at a rate of about \$80 a minute for a 2 ½ hour time span.

G. New Business

1:13:29 Audio Tape

- a. MN Data Practices Statute Review

This was discussed during the Sales Report. Documents presumed public unless there is the convention section. Information can be talked about but needs to be generic. Customer A, Customer B, etc.

b. MCC Not-for-Profit/Exception to Rental Rate Draft Policy

Discussion about a not-for-profit/exception to rental rate policy. MCC does not currently have a not-for-profit policy. Donna has done research on other convention centers and how they work with not-for-profit groups. Members agreed that this is a good time to put a clear policy in place. Refine the process for the not-for-profit piece. Define what the criteria is for: not-for-profit or non-profit. The major revenue stream is room rental. Donna to send her recommendations.

Jerrie Hayes moved to create a non-profit policy taskforce, Second by Marv Mitchell. Approved unanimously. Taskforce members: Jerrie Hayes, Marv Mitchell, Teresa Chapman and then add people from the community non-profit sector.

Action: Send Donna's recommendations to commissioners

Action: Schedule a meeting for the Non-Profit Policy Taskforce (Members – Jerrie Hayes, Marv Mitchell, Teresa Chapman and people from the community no-profit sector). The focus of this taskforce is: 1. Conduct a vetting session with members of the non-profit, charitable community, 2. Talk about why we are looking at this, talk about what is realistic and what is not realistic, and 3. Develop a proposed policy and proposed procedures on how non-profits book at the MCC or how they approach us. Also, look at what is available in the community so we are not duplicating services – a survey of City institutions may be helpful to include their space availability and their policies.

H. Unfinished Business

1:38:55 Audio Tape

a. MCC Revenue Gap/New Revenue Stream Options Committee Report – Michael Smith and Teresa Chapman

Updates from the two committee meetings were presented. Revenue streams reviewed included:

Show decorator commission – new (\$3K)

AV equipment commission - new (\$8K)

Box office facility fee increase (\$5K)

Room rental increase on existing facilities (\$10K)

Equipment rental (\$3K),

Catering commission increase (\$100K)

Naming rights/sponsorships (pending)

City's bonding attorney is currently working on this.

The opportunity for significant increases in revenue is minimal. Recommendations represent a small incremental revenue increase. This will take time to phase in. The catering commission will go up on January 1, 2017 – this has been a two-year notice and phase in. This is for information only right now. There are very few buildings of this size that offer an open catering

policy. MCC currently has 5 qualified caterers – Catering by Design, Kahler, Lancer Hospitality, Mayo Civic Center Hospitality, and Powers Ventures. The Mayo Civic Center Commissioners agreed that the in-house caterer should be able to bid on whatever event they would like to up to their capability (the capability is a self-determined limit, not a policy limit). There was a facilitated check-in meeting with caterers to review the pros and cons of the catering policy after one year. The meeting was facilitated by the Chair and Vice Chair of the MCC Commission. It was noted by some commission members that there should have been better communication from the Commission Executive Committee to the rest of the Commission prior these types of events. Notes from the meeting will be sent out. Marv Mitchell suggested having a standing committee on catering.

Action: Caterers would like a tour of the new kitchen.

Action: Meeting notes from the caterers meeting to be sent out

- b. MCC Convention Center Art Committee Update – Marv Mitchell
Identified the Committee members. The Committee’s job is to look through competitive RFP process, work through that process and make recommendations on art for the new expansion. This has to be done by July 6, 2016. There were 97 RFPs received. These will be narrowed down to a final few and they be invited in to make presentations. The finalists will be given a stipend to put together a model of what they are going to be doing. Then, will come back to this Commission with the final proposals. There may be a Special Meeting called to approve the projects.
- c. Communication/PR Update – Mary Gastner
This was moved up to follow the Sales Report
- d. Annual Catering Check-in Update
This was talked about in the MCC Revenue Gap/New Revenue Stream Options Committee section.
- e. MCC Arts and Culture Transition Check-in Update
Marv Mitchell is now designated as the Mayo Clinic representative and Heidi Mestad is assuming the role of the designated the Arts representative. Arts Groups were brought together to introduce the change. There were a number of questions and issues raised, particularly related to upcoming renovations in Presentation Hall.

Action: Heidi Mestad and Donna Drews will arrange a tour of Presentation Hall to update the Arts Group on the renovation of Presentation Hall

Marv Mitchell will send notes from the meeting to Donna Drews for distribution to Commission members

- I. Other Business
2:15:14 Audio Tape
No other business

J. Adjournment

2:15:20 Audio Tape

Motion was made to adjourn the meeting by Marv Mitchell, Second by Jerrie Hayes. Motion unanimously approved. Meeting adjourned at 5:19 PM.

Next Meeting: Wednesday, May 11, 2016 at 3:00 PM