

**Mayo Civic Center Commission Meeting**  
**Wednesday, February 10, 2016 – 3:00 PM**  
**Mayo Civic Center Legion Suite**

**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 (Freelance), Matt Esau (Rochester Convention and Visitors Bureau (RCVB)), Dave Goslee (City Attorney's Office), Brad Jones (RCVB), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), 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. Introduction of new MCC Commission members

00:11 Audio Tape

Teresa Chapman and Michael Smith, the newest Mayo Civic Center Commission members, were introduced to the group.

C. Approval of Agenda

5:19 Audio Tape

Motion to approve the agenda was made by Marv Mitchell, Second by Michael Smith. Motion was unanimously approved.

**Action: Updates on potential arena expansion, verbal updates – Brad Jones**

D. Open Comment Period

6:22 Audio Tape

No Comments

E. Consent Agenda

6:58 Audio Tape

a. Council Item Review

i. Approval of Guaranteed Energy Savings Program Work Order Contract

ii. MCC Convention Center Expansion Charge Order 6

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

b. Meeting Minutes

i. January 13, 2016

- c. Monthly Financial Report
  - i. December 2015
- d. Strategic Plan Goals Update

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

Year-end totals in some categories are available in the packet.

F. Sales Report – Rochester Convention & Visitors Bureau

8:12 Audio Tape

Matt Esau talked about the sales report. MN Lynx game is scheduled for May 8. Discussed on the Pace Report. Discussed Mayo Civic Center Sales Report – January 2016 (Sales Method) and Mayo Civic Center Sales Revenue Forecast & Long Range Budget Projections (Operational Method). Expansion update – the Ballroom will be available in April 2017, 3 months earlier than anticipated. The sales cycle averages about 7-10 months (from prospect to lead to proposal). Active proposals – proposals that are in the client's hands waiting for their decision. Discussion on sales.

**ACTION: Review lost business report/decision date calendar quarterly – Brad Jones**

**ACTION: Review tiers the events fall into quarterly – Andy Krogstad**

G. Directors Report

43:55 Audio Tape

Staffing – Working with HR to do some internal things and then will go external to fill the positions that were approved. Redefining some existing roles and then replacing Matt's position with an Event Coordinator. In July, we will be able to bring in a Lead Custodian and a Custodian. In October, we can bring in the Audiovisual Technical Person and another Event Coordinator. That will bring our full-time staff up to 19. Donna Drews participates in the Chateau Theater Use Committee. The group is focused on a multi-use facility. The Use Committee toured other facilities. Discussed Festivals of Tress event move to 3 days. In doing analysis of the 2015 budget, one of the biggest concerns is entertainment and concerts. Casino competition is very strong. Would like a discussion about the amount of free entertainment that is available in the city and what affects it has.

**ACTION: Determine how to address the revenue gap – identify revenue streams, maximize revenue streams – Teresa Chapman, Donna Drews and Michael Smith**

H. Unfinished Business

1:06:30 Audio Tape

- a. MCC Convention Center Art Committee Update – Marv Mitchell

Discussion on what is happening with the MCC Convention Center Art Committee. The MN State Arts Board is acting as our agent in putting together RFPs. The RFPs are about ready to go out. One of the committee members who is a working artist dropped off the Committee due to a car accident – should we replace that person on the committee?

b. Review 2016 Goals and Objectives

1:14:45 Audio Tape

Discussion of the 2016 Goals and Objectives. Prioritizing some of the tactics could help. There are a lot of tactics. Standardize some of the measurements so they don't change year to year.

**Action: Prioritization of goals and objectives – Donna Drews and Marv Mitchell**

I. Other Business

1:20:26 Audio Tape

Discussion on the press release on the early opening of the Mayo Civic Center and that Commission members would like a heads up the release is coming out. Arena update from Brad Jones. A lot of bonding questions have yet to be answered.

J. Adjournment

1:39:18 Audio Tape

Motion was made to adjourn the meeting by Marv Mitchell, Second by Michael Smith. Motion unanimously approved. Meeting adjourned at 4:24 PM.

Next Meeting: Wednesday, March 9, 2016 at 3:00 PM