

Mayo Civic Center Commission Meeting
Wednesday, May 11, 2016 – 3:00 PM
Mayo Civic Center Riverview Suite E

Attendees: Commission Members

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

Other Attendees:

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (Rochester Convention and Visitors Bureau (RCVB)), Julie Gay (Freelance), Brad Jones (RCVB), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Jo Oeltjen (MCC), Pete Virnig (Lancer Hospitality)

A. Call to Order

Time 0:00

The meeting was called to order by Heidi Mestad, chair, at 3:00 PM.

B. Approval of Agenda

Time 0:07

Motion to approve the agenda was made by Jerrie Hayes, Second by Marv Mitchell. Motion was unanimously approved.

C. Open Comment Period

Time 0:17

No comments

D. Consent Agenda

Time 0:30

- a. Council Item Review
 - i. MCC Convention Center Change Order 8
- b. Meeting Minutes
 - i. April 13, 2016
- c. Monthly Financial Report
 - i. April 2016 Bills and Income Statement
- d. Strategic Plan Goals Update
- e. Construction Update
- f. Echoes of 9/11 – Request for Exception to Rental Rates

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

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

Time 2:17

Sales report meeting was held with John Eischen, Donna Drews, Andy Krogstad, Brad Jones and Matt Esau to talk about what would be focused on. The decision was made to utilize the sales report that comes from Ungerboeck and that the report will cover five years. The report will reflect the events that have a high probability of occurring through 2020. When comparing the graphs from December 2015 to today, “the needle is moving in the correct direction.” In the sales report process, Matt will focus on that the sales staff has done the last month. Commissioners reviewed the tabular form of the sales report. The graphic report is a 50,000 foot view, and the tabular format is a 30,000 foot view. Andy Krogstad and Matt Esau are working on the snapshots collaboratively. Matt Esau talked about how their new business development is paying dividends. Matt talked about some of the conventions that have booked, site visits that have been scheduled, some of the bids and leads they have. He reported that, in some instances, there are not enough downtown hotel rooms available. Strengthening the relationships with the hotels that are not downtown is critical.

F. Directors Report

Time 33:19

April was by far one of our busiest months so far this year. The Mayo Brothers statue is still being refurbished. It looks like it may come to Mayo Park sometime in July of 2016. We are continuing to work on getting entertainment booked.

G. New Business

Time 38:57

a. 2017 New Employee Requests

In the process of working with the department heads (six permanent, full-time employees: two custodians, one maintenance person, one IT person, one administrative assistant and one accounting person). We are working to fill the event coordinator position, Matt’s previous position. The additional approved positions in July and in October will also be worked on. The City Council presentation for new employee requests will be June 13.

b. MCC Commission Secretary

Marv Mitchell has been vice president and interim secretary on the Mayo Civic Center Commission. The Commissioners recommended we ask Commissioner Teresa Chapman if she would consider the role of secretary for the remainder of the year. Marv Mitchell will continue his role as interim secretary until a new secretary is identified.

ACTION: Heidi Mestad will contact Teresa Chapman regarding the role of Mayo Civic Center Commission secretary.

c. MCC Catering Committee

Task forces and committees were discussed. A task force has a specific goal(s) and a completion date; committees are on-going. Motion to re-characterize the MCCC Catering from a task force to a committee was made by Jerrie Hayes, Second by John Eischen. Motion Approved. Commission members on the Catering Committee are Jerrie Hayes, Marv Mitchell and Dan Nelson. Dan Nelson made a suggestion to include Food and Beverage in the committee responsibilities. The friendly amendment was accepted to include Food and Beverage in the committee name. Committee’s tasks include: defining the committee’s goal(s), setting a meeting schedule, letting the caterers know there is this committee and who the point of contact is for any concerns the caterers may have. A report was requested on the information at the next Commission meeting. Each committee decides their chair.

Chapter 19C, Subd. 7: Mayo Civic Center Commission Ordinance

“The Commission shall have the power to designate and appoint from its members various committees. The Commission shall make such rules as it may deem advisable and necessary for the conduct of its affairs and for the purpose of carrying out the intent of this chapter.”

ACTION: Catering/Food and Beverage Committee define the committee’s goal(s), set a meeting schedule, let the caterers know there is this committee and who the point of contact is for any concerns the caterers may have. A report was requested on the information at the next Commission meeting.

- Committees: Executive Committee
Finance Committee
Catering/Food and Beverage Committee
- Task Forces: Art Committee Task Force
Non-Profit/Charitable Organization Policy Task Force
Revenue Opportunities Committee

H. Unfinished Business

Time 58:37

- a. MCC Convention Center Art Committee – Artist Selection Update – Marv Mitchell
This is a task force. Discussion on the status of the selection process. Finalists selected from over 90 submissions. There are 3 finalists. The task force is meeting on June 22 with the artists, after which the task force will come to the Mayo Civic Center Commission with their recommendations.
- b. MCC Non-Profit Committee Update
This is a task force. Discussion on the information discovered on each of the four goals of the task force. Goals: Conduct input session, discuss why we are looking at this issue, develop a proposed policy/procedures, and look at the community for duplication. Looked at places for duplication and as to what their policies/procedures are – we looked at the Library, the parks and the Rec. Center; also looked regionally and nationally. Five reasons to have a policy/procedures: need for a policy to guide the RCVB when booking events, forego losing money on charitable events, uniform policy and procedures, something in place to acknowledge that non-profits do have a different financial reality and we want to have a transparent process for everybody that participates. Reviewed the proposed Mayo Civic Center Use Discount Policy. Reviewed the proposed Application for Mayo Civic Center Request for Discount form – this application would be used when a non-profit group would like to applying for additional discount above and beyond the discounts identified in the Mayo Civic Center Use Discount Policy. Application for a meeting – within 60 days of the meeting. Application for an event – within 90 days of the event. Community Input Session scheduled May 26, **RESCHEDULED** to June 2 from 6:30 – 8:00 PM. Motion to table this until after the community input session.

ACTION: Community Input Session rescheduled to June 2 from 6:30 to 8:00 PM.

- c. MCC Finance Committee Update
This is a Committee, not a task force.
- d. MCC Revenue Opportunities Committee – Naming Rights & Sponsorship Update
This is a task force. Motion to approve revenue opportunity increases (show decorator commission, audio-visual commission, ticket facility fee, existing facility rental rates and charge for use of all equipment) to generate additional MCC revenues was made by Jerrie Hayes, Second by Dan Nelson.

Yes votes by Jerrie Hayes, Heidi Mestad, Dan Nelson and Michael Smith. John Eischen and Marv Mitchell abstained from voting. Motion approved.

I. Other Business
No Other Business

J. Adjournment
Time 1:55:37
Motion was made to adjourn the meeting by Jerrie Hayes, Second by John Eischen. Meeting adjourned at 4:56 PM.

Next Meeting: Wednesday, June 8, 2016 at 3:00 PM