

**Mayo Civic Center Commission Meeting**

**Wednesday, July 13, 2016 – 3:00 PM**

**Mayo Civic Center Riverview Suite E**

**Attendees: Commission Members**

Teresa Chapman, Jerrie Hayes, Marv Mitchell, Dan Nelson, Michael Smith

Absent: John Eischen, Heidi Mestad

**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), Gary Neumann (City Clerk's Office), Jo Oeltjen (MCC), Erin Okins (MCC), Pete Virnig (Lancer Hospitality), Laura Woolworth (MCC)

**A. Call to Order**

0:02 Audio Tape

The meeting was called to order by Marv Mitchell at 3:-02 PM.

**B. Approval of Agenda**

0:05 Audio Tape

Motion to approve the agenda was made by Jerrie Hayes, Second by Michael Smith. Motion was unanimously approved.

**C. Open Comment Period**

0:14 Audio Tape

No Comments

**D. Consent Agenda**

0:30 Audio Tape

**a. Council Item Approval**

i. MCC Convention Center Expansion Change Order 9

**b. Meeting Minutes**

i. June 8, 2016 Regular Meeting

ii. June 27, 2016 Special Meeting

**c. Monthly Financial Report**

i. June 2016 Bills and Income Statement

**d. Strategic Plan Goals Update**

**e. Construction Update**

**f. Authorize Issuance of MCC Food & Beverage Operations Management Contract Request for Proposal (RFP)**

**g. Sales Report**

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

E. Directors Report

0:50 Audio Tape

It has been a very busy time – two event coordinators have been hired and there are couple of finalists for our crew chief position, and we have two more postings to fill yet (a custodial position and an audio visual technical supervisor). We have been working on the Food and Beverage RFP. The Jehovah Witness meeting are going very well and this weekend (July 15-17) we have Partnership for Youth. We have had the first Down by the Riverside Concert.

F. New Business

2:25 Audio Tape

a. 2017 Budget

We are currently working on the 2017 budget – the Finance Committee met on Friday. The budget will be submitted in August. The RCVB has a strategic planning meeting on August 9 and we will be participating in that. The RCVB did spend some time working with Gary Neumann to incorporate the MOU into their contract as to have one document to work from. The RCVB's budget is finalized in November.

**Action: Heidi Mestad and Donna Drews will participate in RCVB's Strategic Planning session on August 9, 2016**

b. 2017 – 2019 Strategic Plan

The 2016 Goals shows the updates for the first six months. It was recommended we have a three-year plan so we have a little more leverage and a little more continuity to set goals appropriately. The MCC 2017 -2019 Department Goals document is a draft. Commissioners are asked to send any information on goals to Donna by the first Friday in August (August 5) and she will put it together for the next meeting. Discussed additional personnel that would be requested for 2017.

**Action: Donna Drews asked to provide progress against targets on the spreadsheet to the Commissioners by the end of July**

**Donna Drews will send out MCC 2017 – 2019 Department Goals Excel spreadsheet with the information August 5 deadline listed.**

**Commissioners are asked to send any information on goals to Donna by August 5 and she will incorporate the input for the next meeting.**

G. Unfinished Business

12:39 Audio Tape

a. MCC Catering Committee Update

i. MCC Signature Caterer Guidelines & Standards – Revisions

Jerrie Hayes talked about the committee looking at the guidelines and standards with the input from the caterers. A draft of the MCC Signature Caterer Guidelines & Standards with the changes indicated in red was handed out. There were changes made in direct response to the input from caterers. The most significant change is related to the disposables issue. Donna did research on disposables and there are guidelines for the use of disposables proposed in draft document. The use of disposables would be limited to specific events and the document lists those. Michael Smith suggested approving a line of disposables. There was a question on barware – for certain events the barware is always glass, but for public events the barware is never glass. Commissioners will review that proposed changes and a vote will taken on the guidelines and standards at the next meeting.

**Action: Commissioners to review the MCC Signature Caterer Guidelines & Standards before the next commission meeting on August 10.**

b. Finance Committee Update

i. 2<sup>nd</sup> Quarter Update

There were no action items from this committee. The committee discussed where the MCC is today – the MCC is over on revenue and under on expenses. July is a pretty quiet month with just a few events. There are some large events that went off the calendar.

c. Marketing Committee Update

i. 2<sup>nd</sup> Quarter Marketing Report

The Marketing Committee didn't meet this month. Mary Gastner, RCVB, presented the 2<sup>nd</sup> Quarter Marketing Report. The top three lead generation tools that were scheduled have been deployed – Cvent Marketing Campaign, Trade Show News Network E-Blasts (generated 5 leads), and Integrated Marketing Media Campaign (3 of the 4 eblasts are completed). With the Local Influencer Campaign, a local influencer (local person/group/vendor) to link to is being sought. Through Cvent, there is now a RFP hyperlink on the Mayo Civic Center's website where event planners can submit an RFP. A project to create MCC video testimonials has been awarded to a local vendor. The MCC website is getting a lot of hits. Three tradeshow were attended in 2Q16. In mid-June a Client Advisor Board was brought together. There were 16 attendees, representative segments of priority one customers. The full transcript is currently being worked on. Brad will have the executive summary and some of the callouts for the Commissioners. This will be an ongoing working group that will meet face-to-face once a year, but continuous engagement with them on an ongoing basis. Brad will bring the executive summary to the August MCCC meeting. The RCVB will host a client appreciation event at the St. Paul Saints game at the end of the month – there are about 20 attendees currently (13 clients with guests). The rebranding effort has just started, there will be more to share on this in 3Q16. Ungerboeck has offered a complimentary regeneration tool because they are beginning to kick off some services they have. Some Ungerboeck suggestions were: to speak in a less "stiff" voice on social media, put more articles about the MCC online, and to create a blog. We are looking at how the emails for marketing events are performing. The largest piece of work was the MCC Annual Report – print, online and eblasts (there was a 27% open rate of the Annual Report, which is very good). Dan Nelson mentioned the Rochester Area Chamber of Commerce markets to local people as the RCVB looks for local influencers. There have been campaigns to Buy Local, Fly Local; now we need Meet Local. The

MCC expansion will be featured in one of the Chamber's fall newsletters. In 3Q and 4Q, we should see some of the leads become prospects. The marketing items in the budget are on track.

**Action: Brad Jones to provide the Client Advisory Board information to the MCC Commission.**

d. MCC Commission Secretary Update

Heidi Mestad contacted Teresa Chapman about becoming the MCCC Secretary. Teresa has agreed to be the MCCC Secretary.

Motion by Jerrie Hayes to approve Teresa Chapman as the Mayo Civic Center Secretary, Second by Michael Smith. Motion unanimously approved.

H. Other Business

44:40 Audio Tape

There will be a Topping Off Ceremony on Thursday, July 14 at 3 PM on the west patio, by the Rochester Civic Theatre.

Along with the Food & Beverage Management, Alcoholic Beverage, Non-Exclusive Catering, & Miscellaneous Services RFP, a Request for Information (RFI) will be issued to including all of those food & beverage management and miscellaneous services, as well as, exclusive catering. Part of that is an information gathering process to determine the value of what an exclusive catering contract would be for the MCC. There is a tour and the basic information on the agreement and there are some deliverables with a schedule. The Food & Beverage Committee had talked about having a closed meeting in regard to the contracts – Dave Goslee will look into if that can be done.

**Action: Dave Goslee to look into if contract review can be a closed meeting.**

HVS, a consulting agency, came to the RCVB with a proposal after the RCVB had visited with them about a revenue management system. They have a tool to determine the optimum rate for the MCC spaces. They put together a proposal and it has been taken to the RCVB Board. The RCVB added some things to make sure it will integrate with Ungerboeck software, update in real time so it stays relevant, and that it will provide a high, medium and breakeven point for each room. It takes into account operating costs, estimated revenues and it will also look at on a monthly basis the occupancy level for each room. The RCVB Executive Board passed this proposal and it will be passed on. The field work is scheduled to begin in late July. It is about an eight week project. The MCCC Officers participated in that discussion. We will look at about 2 ½ months to have that deliverable.

The City Council did approve the MCC Art Project.

I. Adjournment

51:03 Audio Tape

Motion was made to adjourn the meeting by Jerrie Hayes, Second by Michael Smith. Motion unanimously approved. Meeting adjourned at 3:53 PM

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