

Mayo Civic Center Commission Meeting
Wednesday, February 8, 2017 – 3:00 PM
Riverview Suite E

Attendees: Commission Members

Teresa Chapman, Jerrie Hayes, Heidi Mestad, Matt McCollom, Marv Mitchell
Absent: Dan Nelson, Amita Patel

Other Attendees:

Marti Abts (RCM Board), Donna Drews (Mayo Civic Center (MCC)), Matt Esau (RCVB), Mary Gastner (RCVB), Julie Gay (Self-Blogger), 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), Randy Peterson (Post Bulletin), Laura Woolworth (MCC)

A. Call to Order

The meeting was called to order by Marv at 3:04 PM

B. Approval of Agenda

Motion to approve the agenda was made by Heidi Mestad, Second by Teresa Chapman. Motion was approved.

C. Open Comment Period

No Comments

D. Consent Agenda

- a. Council Item Review
 - i. Convention Center Expansion Construction Change Order 12
- b. Meeting Minutes
 - i. January 11, 2017
- c. Monthly Financial Report – No Items

Motion to approve the consent agenda was made by Teresa Chapman, Second by Matt McCollom. Motion was approved.

E. Review Action Items from January 11, 2017

Review of item H, Review of CIP is on this agenda

The Finance Committee met on Friday. Matt Esau's decision is to provide reports from Simpleview. Matt has relabeled some of the report categories for more clarity.

The Food & Beverage Committee – the recurring meeting is in the plan. Branding is on this agenda.

F. Directors Report

The last month was a good month from the standpoint of construction.

G. January Sales Report

a. Review Sales Report Format(s)

The revenue column has been changed to sales on the Sales Report. Matt Esau discussed the MCC Sales Report. The sales staff has a lot of leads out. Six site visits are lined up before the end of February. Matt also discussed the MCC Sales Pace Report. 2018 sales need to be worked on. The number are estimated sales number for future years. The first event in the new space will be Mayo Clinic Dental Reviews. Question was asked: How many of the 25 events in the Sales Report were new events? There are 7 new events. The Commission members would like the Sales Report put into their packets.

ACTION: Sales Report to be included in the Commissioner's packets.

ACTION: Client list and lost events list to be provided.

H. New Business

a. City of Rochester Allocation/Election/Naming Rights Options – Gary Neumann

There are a lot of IRS regulations and state dollars funding restrictions on this activity.

The City Council did the reserved rights on February 6, 2017. Council Requested Action:

“Authorize the Mayor and City Clerk to execute the Allocation Election prepared by the City's Bond Attorney to preserve the ability for the City to enter into naming rights contracts relating to the Mayo Civic Center in accordance with applicable tax exempt bond laws.”

b. MCC Capital Improvement Project Budget Review

Andy reviewed the Capital Improvement Plan (CIP) budget. Projects on the budget are divided into sections of the facility. The budget was submitted in the fall of 2016. It has not been updated since then. Lodging tax has been used to support the CIP projects, but when those dollars are gone then dollars will need to come from property taxes. Most of the projects in the plan did not exist five years ago.

c. Review MCC Booking Priority Policy

The Priority Booking Policy was part of the SAG report. RCVB looks at things from a revenue perspective rather than a priority perspective. RCVB utilizes the priorities for the length of time we book something out. Using the MCC Booking Priority Policy will become more critical as we have more and more events booked. RCVB is focused on the larger priority one events.

I. Unfinished Business

a. Marketing Update – Mary Gastner

Mary Gastner presented the Q4 2016 Marketing Plan update. There were more than 50 Mayo Civic Center tours conducted. She talked about the local influencer campaign.

b. Finance Committee Update

The Finance Committee met and went over the sales report. The sales versus revenue issue was discussed. Simpleview (the software the RCVB uses) generates sales-based reports and

Ungerboeck (the software the MCC uses) generated revenue-based reports. There was discussion on the Ungerboeck software.

c. Food & Beverage Committee Update

i. Review Caterer Trash Removal Process

Jerrie Hayes and Heidi Mestad suggested tabling this topic until the March meeting.

d. Convention Center Grand Opening Task Force Update

There was a Convention Center Grand Opening Task Force meeting the morning of February 8. The Rochester Convention and Visitor's Bureau has contracted with Metro Connections to work on the Grand Opening. The Grand Opening Date is May 4, 2017.

e. Branding Task Force Update

Fuseideas, the company hired by the Rochester Convention and Visitor's Bureau to spearhead the branding effort, gave a presentation of their findings to the Branding Task Force. They are about 1/3 of the way through their project. There are two research studies with travelers coming into Rochester. This research has not reached a statistical point for Fuseideas to share this yet. There will be another checkpoint after the creative and strategy processes are completed. Marv Mitchel and Dan Nelson are on the Branding Task Force.

J. Other Business

No other business.

K. Adjournment

Motion was made to adjourn the meeting by Marv Mitchell. Meeting adjourned at 4:16 PM.

Next Meeting: Wednesday, March 8 at 3:00 PM