

**Mayo Civic Center Commission Meeting**  
**Wednesday, May 10, 2017 – 3:00 PM**  
**Mayo Civic Center Office Conference Room**

**Attendees: Commission Members** - Teresa Chapman, Jerrie Hayes, Heidi Mestad, Matt McCollom, Marv Mitchell, Dan Nelson, Amita Patel

**Other Attendees:** Marti Abts (Civic Music Board Member), Donna Drews (Mayo Civic Center (MCC)), Matt Esau (RCVB), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Brad Jones (RCVB), Andy Krogstad (MCC), Gary Neumann (City Administration), Jo Oeltjen (MCC), Randy Peterson (Post-Bulletin), Pete Virnig (Lancer Hospitality)

- A. Call to Order  
0:00 Audio Tape  
The meeting was called to order by Marv Mitchell at 3:00 PM.
- B. Approval of Agenda  
00:03  
Motion to approve the agenda was made by Jerrie Hayes, Amita Patel Motion was approved.
- C. Open Comment Period  
00:17 Audio Tape  
No comments
- D. Consent Agenda  
00:32 Audio Tape
  - a. Council Item Review – None
  - b. Meeting Minutes
    - i. April 12, 2017
  - c. Monthly Financial Report
    - i. April 2017 Bills & Income Statement

Motion to approve the consent agenda was made by Jerrie Hayes, Second by Amita Patel. Motion was approved.

- E. Review Action Items from April 12, 2017 Meeting  
01:01 Audio Tape
  - a. RCVB Sales & Booking Process Update – Brad Jones, RCVB  
Item K Review Strategic Goals – On today's agenda, Item I  
Item L from April Meeting – Financial Model for MCC Operations – tabled for another meeting

Brad Jones presented The Customer Journey in Our Sales Process

1. Awareness – (Customer – Identify, Connect) (RCVB Sales Manager – Likability, Credibility & Trust)
2. Consideration – (Customer – Explore, Understand, Advise & Inspire) (RCVB Sales Manager – Knowledge, Understand & Educate)
3. Decision – (Customer – Proposal, Negotiation, Decide) (RCVB Sales Manager – Confidant, Value & Vision on Outcomes)

Stage One: Becoming Aware of Each Other and understanding a Need

Stage Two: Considering the Facts, Weighing the Options

Stage Three: Taking the Decision Step

HVS was a company hired to create a revenue management model. Marv asked to see the revenue management model.

A meet and greet with the client and the sales person(s) is now a requirement.

There is an expectation of 470 leads each year. Efficiencies, outcomes and goals are what Brad Jones focuses on.

The booking process draft provided by the RCVB listed tasks but needs additional detail to define process. The task list referenced a booking form that is used internally to track event information. This form is created in SimpleView – the RCVB’s software program – and once a booking is confirmed, is downloaded to Ungerboeck (UB) – MCC’s software program. The booking form is prepared by the sales manager, and provides a general outline of event-related details. Event Coordinators participate in some sales site tours and meetings, but most information is shared via the booking form. Amita Patel stated that the sales person needs to meet with the coordinator to talk through the details. Brad Jones said the “Space, Dates and Rates” belong to the Sales Managers. Details for an event are put on the booking form by the sales managers. When is the booking form submitted? It is submitted once the sale has been made. Occasionally, booking form information is brought into the conversation during the consideration phase. There is a need to focus more on what is being talked about in advance. Event estimates fully disclose the costs associated with events, and prior to confirmation, an estimate should be prepared and shared with the customer. The sales person and the coordinator need to work on the estimate together. The estimate is predicated on the information at this time, any changes will be negotiated at the time they are presented. A collaborative effort is needed, and to better define the process, communication methods, event estimates, customized proposals, and event-related nuances should be added to the task list.

**ACTION – A presentation of the RCVB’s Revenue Management Model will be added to the Commission’s June agenda.**

**ACTION - Marv Mitchell would like to see a process map with interrelationships in the activities showing along the timeline – more of a work flow chart. Donna Dews to add components to the list – Brad Jones and Donna Dews to work on this collaboratively.**

F. Directors Report

50:52 Audio Tape

Research is being done new scoreboards with Daktronics, tournament directors and staff. Scoreboard sponsorship may be possible, but they are only used about eight times a year. The Pepsi contract expires this year. Donna Dews and Andy Krogstad had a meeting today, May 10, with Lancer Hospitality on where the Mayo Civic Center wants to go with that and what the priorities are. Donna Dews has been working with a couple of new caterers you may be interested in becoming Signature caterers. There needs to be a focus on ethnic and cultural events.

G. Sales Report – Matt Esau

56:28 Audio Tape

We ended up with 22 confirmed events for the month of April, 12 lost business – most of those related to location. Total MCC sales YTD are: \$1,180,614.69. We are now focused on 2018 events. The marketing efforts are providing good prospects.

H. New Business

59:52 Audio Tape

No Comments

## I. Unfinished Business

## 59:56 Audio Tape

## a. Strategic Plan – Review Strategic Plan Goals – Donna Drews

The Commissioners edited the Strategic Plan Goals

Mission Statement - Mayo Civic Center is Southern Minnesota's premier destination for local, regional, national and international conventions, entertainment, social and sporting opportunities. Serving as a vital economic generator for the region, Mayo Civic Center focuses on providing an exceptional experience by delivering world-class service and high-quality, versatile facilities

## Goals:

1. Continue to be a significant and sustainable economic generator for the City and Community
2. Strive to create a memorable and exceptional customer service experience
3. Create an internal culture that attracts and retains a talented and innovative workforce
4. Foster/create operational efficiencies for excellence

## b. Finance Committee Update – Jerrie Hayes

Discussion on the idea of wanting to make sure there aren't events that are losing money. Need to look at event if the cumulative concessions are so high that it does not sometimes make fiscal sense. If we are spending more to bring in a business than we are making, that needs to be reviewed. Just giving the RCVB a dollar to make, doesn't take into account the cumulative concessions that had to be made. Use the sales tax as a touchstone or cap the amount of cumulative concessions. Look at lodging tax and knowing the cost to run the center. Action – Brad Jones to bring the HVS revenue management tool to the next Finance meeting and then the information should come to the MCCC. Jerrie Hayes would like to have the City dedicate a dollar amount to the MCC. Need to have capital improvement fund. There was concern about handing a dollar number value to the RCVB and then not having the ability to look at the cumulative concessions. Space rental discounts are tracked.

**ACTION – Brad Jones was asked to present the Revenue Management Model to the Finance Committee at their next meeting, and then regular reports should be made to the MCC Commission and include ROI and economic impact data.**

## c. Food &amp; Beverage Committee Update – Dan Nelson

No report

## d. Branding Task Force Update – Donna Drews

Fuselideas is in the creative testing phase today. Also doing online creative testing. Then they will meet with the task force. The article that was in the Post Bulletin is not the final concept.

## e. Convention Center Grand Opening Debrief – Donna Drews

The event was awesome. The audience was very diverse. It was a great event. Marv Mitchell complimented the MCC staff and the RCVB staff for the work done on the Grand Opening.

## J. Other Business

## 01:46:10 Audio Tape

Donna Drews forwarded the news story about the Art Center. The Mayo Civic Center staff has some concerns about the way we were referenced. The Mayo Civic Center has made a real effort to assist in any way we can.

## K. Adjournment

## 01:49:05

Meeting was adjourned by Marv Mitchell at 4:50 PM.

Next Meeting: Wednesday, June 14 at 3:00 PM