

Mayo Civic Center Commission (MCCC) Meeting
Wednesday, June 14, 2017 – 3:00 PM
Mayo Civic Center Office Conference Room

Commission Member Attendees – Teresa Chapman, Marv Mitchell, Dan Nelson, Amita Patel

Absent – Jerrie Hayes, Heidi Mestad, Matt McCollom

Other Attendees – Marti Abts (Rochester Civic Music), Donna Drews (Mayo Civic Center (MCC)), Matt Esau, Rochester Convention and Visitors Bureau (RCVB), Julie Gay (Freelance), Dave Goslee (City Attorney’s Office), Brad Jones (RCVB), Andy Krogstad (MCC), Peter Virnig (Lancer Hospitality)

A. Call to Order – 0:47 Audio Tape

The meeting was called to order by Marv Mitchell at 3:00 PM.

B. Approval of Agenda – 00:58 Audio Tape

Motion to approve the agenda was made by Dan Nelson, Second by Amita Patel. Motion was approved.

C. Open Comment Period – 01:17 Audio Tape

No comments

D. Consent Agenda – 01:31 Audio Tape

a. Council Item Review

i. Convention Center Expansion Change Order 14

ii. Contract Amendment 10 with TSP – Additional Fees

b. Meeting Minutes

i. May 10, 2017

c. Monthly Financial Report

i. May 2017 Bills & Income Statement

d. Construction Update

e. Director’s Report

f. Sales Report

g. Finance Committee Update

h. Food & Beverage Committee Update (pulled)

Dan Nelson, Chair of Food & Beverage (F & B) Committee, pulled the F & B Update from the consent agenda.

Motion to approve the consent agenda items a. through g. was made by Amita Patel, Second by Teresa Chapman. Motion was approved.

Dan Nelson gave an update on the F & B Committee. The Committee would like the MCC Commission’s approval to start the process of working on the beverage contract that comes due at the end of the year. This is a five-year cycle.

Motion by Dan Nelson to start working on the Beverage Contract, second by Teresa Chapman.

Amita Patel – on page 2 of the contract talked about the functional space versus the site space. Amita stated functional space numbers should be used in the contract. Using the functional space number would allow

the proposers to run more accurate numbers for their proposals. Marv Mitchell suggested the language be adjusted in the contract to list functional space numbers.

Motion by Amita Patel to include this amendment for numbers, Second by Teresa Chapman. Motion was approved.

- E. Review Action Items from May 10, 2017 Meeting – 17:38 Audio Tape
- a. Presentation of Revenue Management Model – Brad Jones & Matt Esau
Matt Esau discussed the model the RCVB has been using which was discussed last year and it has been finalized for about a month and a half, other than the fact there is some work that needs to be done with City IT and Andy Krogstad on some updating of the ability to update some information on a daily basis or an every other day basis so the RCVB is getting information from Ungerboeck on historical and future events data. This model was built specifically for the convention center. Matt did share the model with the Finance Committee prior to this meeting. Matt demonstrated the model with the Commission. He showed the inputs and the outputs of the model. The sales managers use this model to calculate the catering commission (does not include sales tax) on food and beverage. It also qualifies the exhibitor services and equipment. When finished with the inputs, the software will give low, mid and high facility rental rates. The mid takes into consideration seasonality factors, booking window factors, rack rate, average historical discount of the event, the type of event and the new space factor. The high is the rack rate added up without factors applied. The low is the minimum rate threshold to be a profitable, good event for our convention center. The tool is user friendly.
 - b. Sales and Booking Process Update – Donna Drews & Brad Jones
Working with a Mayo Clinic facilitator the Sales and Booking Process has gone through a couple of drafts. The group is meeting next week to formalize the process. The facilitator will doing a “current state analysis” (what is the state of the booking process now end to end) and then do what is called “value stream mapping” (looking at the places along that process that add value and those that do not add value). Once that is completed, more stakeholders will be brought in to talk about how the process can be mapped out to be a repeatable process that defines roles and responsibilities.
- F. New Business – 38:08 Audio Tape
No new business
- G. Unfinished Business – 38:23 Audio Tape
- a. Strategic Plan – Objectives and Metrics
Donna Drews reviewed the MCC 2017-2019 Goals Worksheet and talked about the 1st Quarter Results. She included the percent of completion for the objectives
- ACTION – Look out three years at what kind of things are to be done (objectives and measurements) – more at the 5,000 foot level rather than at an operational level.**
- H. Other Business – 01:04:13 Audio Tape
No other business
- I. Adjournment – 01:04:16
Meeting was adjourned by Marv Mitchell

Next Meeting: Wednesday, July 12 at 3:00 PM