

Mayo Civic Center Commission Meeting
Wednesday, July 12, 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
Absent: Amita Patel

Other Attendees:

Marti Abts (Rochester Civic Music), Donna Drews (Mayo Civic Center (MCC)), Mat Esau (Rochester Convention and Visitor's Bureau (RCVB)), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Chad Gray (Lancer Hospitality), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Megan Malugani (RCVB), Jo Oeltjen (MCC), Erin Okins (MCC), Randy Peterson (Post-Bulletin), Aaron Reeves (City Administration)

A. Call to Order – 0:00 Audio Tape

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

B. Approval of Agenda – 0:03 Audio Tape

Motion to approve the agenda was made by Dan Nelson, Second by Jerrie Hayes. Motion was approved.

C. Open Comment Period – 0:32 Audio Tape

Chad Koehler, MCC Food & Beverage Manager, introduced Chad Gray, the new MCC Hospitality Executive Chef. Chad Gray talked about his strong background in hotels and fine dining.

D. Consent Agenda – 2:26 Audio Tape

a. Council Item Review

i. MCC Expansion – Public Art Revised Placement Plan and Budget

The MCC Expansion – Public Art Revised Placement Plan and Budget was pulled by Marv Mitchell from the Consent Agenda.

b. Meeting Minutes

i. June 14, 2017

c. Monthly Financial Report

i. June 2017 Bills & Income Statement

d. Construction Update

e. Director's Report

f. Sales Report

g. Finance Committee Update

h. Food & Beverage Committee Update

i. Marketing Plan 2nd Quarter Update

Motion to approve the Consent Agenda minus the Council Item Review, MCC Expansion – Public Art Revised Placement Plan and Budget was made by Jerrie Hayes, Second by Teresa Chapman. Motion was approved.

a. Council Item Review – Pulled from Consent Agenda

The placement of the public art needs to shift. The small end towards the street stays the same. The west end of the sculpture is moving a little closer to the building. This shifting is in order to avoid steam lines. The additional monies are already in the art budget for this.

Motion to approve the change in placement of the public art was made by Jerrie Hayes, Second by Heidi Mestad. Motion was approved.

E. Review Action Items from June 14, 2017 Meeting – 6:02 Audio Tape

a. 2018 – 2020 Strategic Plan Draft

The 2018 – 2020 Strategic Plan is on the agenda later in this meeting.

F. New Business – 8:16 Audio Tape

a. FuseIdeas Presentation on MCC Re-Branding

Steve Mason from FuseIdeas presented the Re-Branding process, findings and recommendations. Overall Assignment – Development and implementation of a destination brand, plus brand identity/naming for these organizations: Mayo Civic Center, Rochester Amateur Sports Commission, and Rochester Convention and Visitors Bureau. The Discovery Process was: Review Existing Research/Information, New Research, Brand Immersion (Online and Onsite), Stakeholder Engagement, Brand Audit, Key Metrics, Current Trends/Third-Party Research, Competitive Review, Summary SWOT Analysis and Summary of Discovery Findings. The Center was originally the Mayo Civic Auditorium, named in 1938. The name was changed to Mayo Civic Center in 1986. During Discovery, interviews indicated there is a need to evolve – change the name to better support attraction of more large meetings and conventions. In Discovery, it was learned that Rochester, MN is not well known outside of the region and is frequently confused with Rochester, NY. The name Mayo Civic Center is also often confused with the Mayo Clinic. The Center is unique and more than the “Civic Center” as named in 1986 – it is a convention center, an event arena, an exhibit hall, and auditorium and a presentation hall – all in one. There are only seven civic centers in the United States and Mayo Civic Center is one of them. Typically, the “Civic Center” title gives the connotation of a small town facility. Steve talked about the name comparisons they conducted. He went over the naming considerations and the names tested. The name recommendation is: Rochester, MN Convention and Event Center. Also strongly recommended was the Mayo name be retained in some capacity, perhaps for some part of the facility – out of respect to the Mayo legacy and city and facility history. The Rochester International Event Center name was discussed during the re-branding process. The Rochester Convention and Event Center was thought to be able to stand on its own. Questions – Does Rochester, NY get confused with Rochester, MN? Steve Mason did not know the answer to that. Where are the Civic Center names – in smaller towns? Per Steve Mason, no major markets have Civic Center in their name. There was a question on naming rights – Steve was not an expert in this. Steve’s commented he would: “.....advise caution that what you might gain in revenue, you might trade away some very important marketability in terms of identifying location and place which is something that according to our research and work is a critical need. For this brand is to help build up a better level of awareness that Rochester, Minnesota exists and it is the home of the Mayo Clinic and that you have a newly upgraded convention and event facility that is really impressive and people need to come see that.” According to Steve hardly anybody out there is as multi-use as we are. We have a bit of a distinction in fact that we have everything under one roof (i.e. the arena, the auditorium, the theater (presentation hall), the exhibit hall and now all the plethora of meeting spaces, executive suites and grand lobbies and so on). We are an extreme multi-use facility with all of those under one roof.

Motion to accept the recommended name of “Rochester Convention and Event Center” was made by Heidi Mestad, Second by Dan Nelson. Motion was approved.

The next step will be to take the “Rochester Convention and Event Center” name change to the City Council with the note the Mayo Civic Center Commission members recommend this name change. The

packet of information Fuselideas presented should be given to the City Council members at the minimum. Marv Mitchell mentioned he was impressed with the process Fuselideas went through.

Additional Item on New Business

There was discussion on making the Marketing Group and Marketing Committee. The Marketing Committee proposal came about from discussions Joe Powers, RCVB Board Chair, had with Marv Mitchell, Matt McCollom and Amita Patel. Matt McCollom talked about the Proposed MCC Marketing Committee Description – this would be an ongoing committee to be more proactive with the marketing plans. Matt McCollom and Amita Patel worked on the Proposed MCC Marketing Committee Description which was then reviewed by Marv Mitchell and Donna Drews. Mary Gastner has been asked to be on the MCC Marketing Committee. The Marketing Committee will be 3-5 members with some members specifically spelled out. Initial Marketing Committee members would be: Mary Gastner, Matt McCollom, Erin Okins, Amita Patel and an RCVB Board member. Brad Jones (RCVB Executive Director), Mary Gastner and Erin Okins met with Matt McCollom and Amita Patel on this. Brad Jones was provided with a committee description.

Motion to approve the MCC Marketing Committee description as proposed and with the names put forth was made by Heidi Mestad, Second by Teresa Chapman. Motion was approved.

G. Unfinished Business – 1:07:06 Audio Tape

a. 2018 – 2020 Strategic Plan Draft

Donna Drews presented the 2018 – 2020 Mayo Civic Center Strategic Plan

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. Donna discussed the goals, objectives and metrics. The Commissioners further discussed the Strategic Plan. Additional clarification was requested on some items: Community engagement activity – to engage with potential users (i.e. bring Civic Music Board in to see Presentation Hall); community outreach engagement (i.e. bring in activities a couple times a year like the Wicked Moose had – more regional bands). Leverage stakeholder community needs. Revisit the non-profits engagement opportunities. Encouraged to build strategy with the Arts Commission seat. A suggestion was made to partner with the efforts in Hospitality Education – possibly provide learning opportunities for students in the CTECH program and the new culinary program starting at RCTC. Also look for opportunities to work with the Rochester Area Chamber of Commerce. Educate the community on the economic impact (the impact around economic generation). There was a suggestion to change to wording from target to tactic and measurement to target.

ACTION – Marketing and Finance Committee – Revisit the non-profit level of support, look at ways to possibly help offset rental costs on a rotating or lottery basis.

MCC Commissioners – Take a look at the objectives based under the goals. Make suggestions of things that need to be added. Just look at the objective level, you do not need to come up with metrics or tactics. This will be discussed at the next meeting.

H. Other Business – 01:28:21 Audio Tape

No Other Comments

I. Adjournment – 01:28:27 Audio Tape

Marv Mitchell adjourned the meeting at 4:28 PM.

Next Meeting: Wednesday, August 9, 2017 at 3:00 PM