

Mayo Civic Center Commission Meeting
Tuesday, October 11, 2017 – 3:00 PM
Mayo Civic Center Office Conference Room

Attendees: Commission Members

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

Other Attendees:

Matt Dacey (Mayo Clinic), Donna Drews (Mayo Civic Center (MCC)), Matt Esau (RCVB), Mary Gastner (RCVB), Julie Gay (Self), Brad Jones (RCVB), Andy Krogstad (MCC), John Murphy (Mayo Clinic), Erin O'Brien (KTTC), Jo Oeltjen (MCC), Erin Okins (MCC), Randy Petersen (Post Bulletin), Catharine Richert (MPR News), Susan Walton (Mayo Clinic)

- A. Call to Order
00:18 Audio Tape
The meeting was called to order by Marv Mitchell at 3:00 PM

- B. Approval of Agenda
00:23 Audio Tape
Motion to approve the agenda was made by Dan Nelson, Second by Amita Patel. Motion was approved.

- C. Open Comment Period
00:38 Audio Tape
Julie Gay commented she had been told there was a taskforce for traffic problems in this area. Response was there were none that were known.

- D. Consent Agenda
01:22 Audio Tape
 - a. Council Item Review
 - i. Soft Drink Contract 2018-2022
 - b. Meeting Minutes
 - i. September 5, 2017
 - c. Monthly Financial Report
 - i. August 2017 & September 2017 Bills & Income Statement
 - d. Director's/Staff Report
 - e. MCC Committee Reports
 - f. Sales Report
 - g. Q3 Marketing Report
 - h. 2018 – 2020 Strategic Plan Action Items

Dr. Charles H. Mayo Presentation Hall, the McDonnell Foyer will be renamed to Dr. William J. Mayo Reception Hall, the Auditorium will be renamed to Mayo Civic Auditorium, the concourse connecting the Dr. Charles H. Mayo Presentation Hall and Dr. William J. Mayo Reception Hall will be named Mayo Community Gallery – this will feature a rotating display to include the center’s curated historical artifacts inventory or other museum quality displays as curated by Mayo Clinic, and that sustains recognition of the contributions of Drs. Charles H. and William J. Mayo and Mayo Properties Association will be afforded in perpetuity through an going relationship established between the Mayo family, Mayo Clinic and the City of Rochester.

A motion was made by Teresa Chapman to accept and present the Resolution to the City Council, Second by Heidi Mestad. Motion was unanimously approved.

Second Resolution was the renaming of the Mayo Civic Center to Rochester, MN Convention and Event Center.

A motion was made by Heidi Mestad to accept and present the Resolution to rename the Mayo Civic Center to the Rochester MN Convention and Event Center to the City Council; Second by Amita Patel. Motion unanimously approved.

E. Review Action Items from September 5, 2017 Meeting

24:44 Audio Tape

At the September meeting, a motion was made to request the City Council form an Arena Taskforce to look into the questions and issues surrounding that project. On October 9, this will come forward to the City Council. The MCCC supports the creation of the Arena Taskforce to answer questions and look into issues regarding the arena project. Marv Mitchell will respond to the editorial in the Post Bulletin to clarify the MCCC supports the creation of the taskforce. Brad Jones went to the City Council about 1 ½ years ago went with an indication that there was some interest in outside parties to come and build a new arena. The City Council asked the RCVB to work with those parties and bring back a recommendation. The taskforce needs to be a City run taskforce. The MCCC had very limited insight during the process. John Eischen, then MCCC Chair, requested that Donna Drews be a member of the group forming the recommendation. Donna was part of the data gathering, but not part of the information grouping process. There isn’t currently a public/private partnership that exists – this would be a new way to work together. The taskforce would be addressing the questions, issues and to collect data, not to assume that the next jump would be to move to the arena project.

F. New Business

30:05 Audio Tape

a. 2018 – 2022 Revenue & Expense Forecast

In July we would update the MCC Forecast. This forecast is through 2023. The 2017 numbers are actual numbers and the City Council has approved these numbers. The other columns are projections. The lodging tax for next year will not be as high as projected, but will be higher than this year. The City fills the gap, but not over the gap. The Mayo Civic Center has been able to cut some expenses – i.e. utilities costs with the energy project that is under way right now. In November, the projected operating budget for 2018 will be brought to the MCCC. We have a pretty good 2018 – from a space rental and event

driven revenue perspective. The MCC Hospitality has some very aggressive goals for F & B revenue in 2018. The booking window has changed for people booking events. In the past, meetings planners would book 3-4 years out, but that window has changed and there are still leads coming in for 2018. There are challenges with hotels and the amount of space they block rooms for events. The new Hilton will be a competitor in 2019. Pace goals are reflected on Andy's sheet and then there is a sales goal that has not been confirmed for 2018. The Finance Committee hears a report on sales projections every month. We need to look at non-conventional, creative and strategic ways to make revenue. The Finance Committee could be involved in this.

ACTION – Andy to present the 2018 Operating Budget at the November meeting

ACTION – Number the pages in the MCCC Packet

- b. Mayo Clinic's Proposed Heritage Exhibit/Renaming MCC Venues
Moved to after the Consent Agenda

G. Unfinished Business

01:20:33 Audio Tape

No Unfinished Business

H. Other Business

01:20:36

Donn Drews sent an email with post event surveys. The survey results are positive and also help to identify areas for improvement. As part of the Strategic Plan, the post –surveys are included.

On Oct 31st – Matt Esau, RCVB sales people, Donna Drews, Andy Krogstad and MCC event coordinators will be meeting for a working session on the value streaming process.

Marv Mitchell will be out next month, Dan Nelson will chair the meeting in November.

The MCCC officers for next year will be selected at the December MCCC meeting.

I. Adjournment

01:23:19 Audio Tape

Meeting adjourned at 4:24 PM.

Next Meeting: Wednesday, November 8, 2017 at 3:00 PM