

**Mayo Civic Center Commission Meeting
Wednesday November 8, 2017 – 3:00 PM
Mayo Civic Center Office Conference Room**

Attendees: Commission Members

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

Other Attendees:

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (Rochester Convention and Visitors Bureau (RCVB)), Mary Gastner (RCVB), Julie Gay (Freelance), Brad Jones (RCVB), Andy Krogstad (MCC), Jo Oeltjen (MCC), Randy Peterson (Post-Bulletin)

A. Call to Order

Audio Tape 00:17

The meeting was called to order by Dan Nelson at 3:09 PM.

B. Approval of Agenda

Audio Tape 00:20

Motion to approve the agenda was made by Matt McCollom, Second by Heidi Mestad. Motion was approved.

C. Open Comment Period

00:29 Audio Tape

None

D. Consent Agenda

00:38 Audio Tape

a. Council Item Review

None

b. Meeting Minutes

i. October 11, 2017

c. Monthly Financial Report

i. October 2017 Bills & Income Statement (Due to timing, reports will not be available until November 7)

d. Director's/Staff Report

e. MCC Committee Reports

f. Sales Report

Motion to approve the consent agenda was made by Heidi Mestad, Second by Matt McCollom. Motion was approved.

E. Review Action Items from October 11, 2017 Meeting

00:57 Audio Tape

Action Item to number the pages in the packet – this has been done.

Operating Budget – the MCC requests were generally recommended to the Council. The biggest item is contract security so we have a visible presence in the building. Some improvements are being required

to the existing facility by the Fire Marshall. MCC put money in the budget for next year to make these improvements. These improvements will be CIP dollars.

F. New Business

03:57 Audio Tape

a. 2018 Officers and Membership Changes

The proposed officers for 2018 are: Matt McCollom – Chair, Dan Nelson – Vice Chair, Teresa Chapman – Secretary, Amita Patel – Treasurer. There will be three board positions up for appointment.

b. 2018 Sales Plan and Budget

The best leads are those leads that have some level of pre-qualification. Venue Coalition and R & G Business Development – is used as a tactic. RCVB has changed some of the tradeshow they will be attending. RCVB is looking at the ROI they get from each tradeshow – looking at what leads were generated, how many RFPs were received, etc. The Connect Shows have generated good prospects. Chicagoland is another show that will be added next year. There was additional discussion on tradeshow. The RCVB budget is on a calendar-year for their fiscal year. Rebranding was discussed. VenueCoalition is another option that provides connections with promoters. The marketing plan and the budget were to be presented to the MCCC in October per the RCVB contract with the City. Brad would like to revisit the October date, some of the information isn't available at that point. The RCVB does not get their budget number from the City, they develop their budget target. The City reviews the RCVB budget. The RCVB does not get a predetermined amount from the City. Subsidies are tied to room nights. Question was: When does the information become a plan without the word DRAFT?

Action – RCVB – Bring the marketing and sales plan back next month. MCCC must review and approve.

Action – RCVB – to create an Overview/Executive Summary/Dashboard of the marketing and sales plan.

c. 2018 Marketing Plan and Budget

This was discussed with the sales plan.

G. Unfinished Business

01:07:44 Audio Tape

None

H. Other Business

01:08:09 Audio Tape

Heidi Mestad would like to have the MCCC, in the next couple of years, look at the effectiveness of the Mayo Civic Center Commission Board – look at how efficient are we being, how are the new systems and tools, are our agendas right, are we covering the right items.

Donna Drews hopes to be able to present the Value Streaming process map. This is a process the RCVB and MCC staffs are participating in. This looks at the process from initial booking to the finale of the event.

I. Adjournment

01:11:05 Audio Tape

Motion was made to adjourn the meeting at 4:20 PM by Dan Nelson.

Next Meeting: Wednesday, December 13, 2017 at 3:00 PM