

**Mayo Civic Center Commission Meeting
Wednesday, August 9, 2017 – 3:00 PM
Mayo Civic Center Office Conference Room**

Attendees: Commission Members

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

Other Attendees:

Marti Abts (Rochester Civic Music), Donna Drews (Mayo Civic Center (MCC)), Matt Esau (RCVB), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Brad Jones (RCVB), Megan Malugani (RCVB), Gary Neumann (City Administration), Jo Oeltjen (MCC), Chuck Sibley (KTTC-TV), Chris Yu (KTTC-TV)

A. Call to Order

The meeting was called to order by Marv Mitchell at 3:06 PM

B. Approval of Agenda

Motion to approve the agenda was made by Teresa Chapman, Second by Dan Nelson. Motion was approved.

C. Open Comment Period

No Comments

D. Consent Agenda

Council Item Review

i. Convention Center Expansion Change Order 15

Change Order pulled from Consent Agenda and moved to Unfinished Business

b. Meeting Minutes

i. July 12, 2017

c. Monthly Financial Report

i. July 2017 Bills & Income Statement

d. Director's Report

e. Sales Report

Motion to approve the consent agenda was made by Teresa Chapman, Second by Matt McCollom. Motion was approved with the Council Item Review, Change Order 15 being moved under Unfinished Business

E. Review Action Items from July 12, 2017 Meeting

a. MCC Commissioners – Review objectives based under the goal and make suggestions
Strategic Plan is under Unfinished Business

b. Finance and Marketing Committees – Revisit the non-profit level of support, and look for ways to possibly help offset rental costs on a rotating or lottery basis. The tax-exempt definition needs to be defined better (i.e. 501(c) 3 status **AND** be MN Tax Exempt plus define what is meant by the term Rochester non-profit)

F. New Business

Marv Mitchell talked about attendance issues. Marv asked that Commissioners let Donna Drews know when they cannot come to meetings (Commission, Committee, etc.) so that another commissioner could attend in their place.

G. Unfinished Business

a. Review 2018 – 2020 Strategic Plan Draft

Donna Drews reviewed the 2018 – 202 Strategic Plan Draft.

Generate new sales to increase revenue, #2 Develop long-term initiatives to increase city-wide Priority 1 bookings. – discussed what the metric should be, sales metric of new business generation, economic impact, # of bookings. Why only priority 1 bookings versus all bookings – the priority bookings scale is used to determine how far out a booking can be booked. To increase revenue to the MCC, annually look at new business generation and economic impact. Give this to the Finance Committee to determine what the metric should be. #3 Review all revenue source policies and procedures for sustainable growth, maximum value and net gain. Max value and net gain discussed.

Ensure lodging tax support for MCC operational functions and capital investment, #1 Limit tax support to no less than 1% of the 4% collected for MCC annual operations; any unused portion to be designed for future capital investment. The Commissioners discussed the lodging tax support. What about ten years from now? Develop list of future needs. Of the sales tax – 2% goes to RCVB, 1% at MCC and actually more than 1% now goes to MCC. The sales tax also helps to build buildings. This activity to go to the Finance Committee. #2 Garner support to designate the City's share of the local lodging tax which is currently added to the City's General Fund to create additional funding for MCC's capital improvement program.

Establish and maintain a rental, food & beverage, and ancillary services cost structure that ensures a financially competitive environment with the MCC in comparison to local and regional market competition. This is the revenue from ancillary services i.e. show decorators. An ancillary services target is needed. Complete a competitive analysis of rental items to determine if the rental costs are competitive.

Build community support through partnerships and collaboration. #1 September 5, 2017 presentation by Price Waterhouse, #3 Get a local arts representative on the MCC Marketing Committee, #4 Joint MCC & RCVB annual report to City Council.

Provide exceptional customer service for every customer. #1 Transform the quality of customer relationships is being worked on this year. #3 Identify MCC as a reliable regional and national resource for events of 500+ attendees – we must be recognized in a wider area.

Assure continuity with a well-trained, confident, empowered, and engaged staff. The employee engagement had a 94% rating. Additional focus items are: teamwork, all new employees to attend CTA training, build sustainability, and reduce part-time staff turnover by 20%.

Operate and maintain facilities and equipment to guarantee maximum utilization and efficiency.

ACTION – Finance Committee to determine what the metric should be for Generate new sales to increase revenue, Develop long-term initiatives to increase city-wide, Priority 1 bookings.

ACTION – Ancillary target needed for Generate new sales to increase revenue, Review all revenue source policies and procedures for sustainable growth, maximum value and net gain.

ACTION – Finance Committee to develop list of CIP future needs (i.e. roof replacement, etc.) and discuss lodging tax.

ACTION - Complete a competitive analysis of rental items to determine if the rental costs are competitive.

ACTION – Donna Drews to update the plan and put in on the consent agenda for September.

b. Council Item Review

i. Convention Center Expansion Change Order 15

The project is on budget and on time.

Motion was made by Teresa Chapman to approve the Convention Center Expansion Change Order 15, Second by Dan Nelson. Motion was approved.

H. Other Business

Brad Jones talked about the September 5, 2017 presentation by Price Waterhouse Coopers (PWC) Sport & Entertainment Arena Analysis Presentation. Brad also suggested Marv Mitchell may want to form a Committee to work on the arena.

Donna Drews, Brad Jones, Chris Wagner and about 20 people met with people at the Minneapolis Convention Center. The meeting was very informative and we “owe them for the time and effort they put into the meeting and tour.” They talked about planning for big functions – how they pipe and drape so they can service a large number of people quickly.

I. Adjournment

Meeting was adjourned by Marv Mitchell at 4:19 PM.

Next Meeting: Tuesday, September 5, 2017 at 3:00 PM