



Mayo Civic Center Commission Meeting
Wednesday January 10, 2018 – 3:00 PM
Mayo Civic Center Office Conference Room

Attendees: Commission Members

Teresa Chapman, Matt McCollom, Marv Mitchell, Amita Patel

Absent: Dan Nelson

Other Attendees:

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (Experience Rochester), Julie Gay (Freelance),
Chris Hesby (Powers Ventures), Brad Jones (Experience Rochester), Andy Krogstad (MCC),
Mary Gastner (Experience Rochester), Jo Oeltjen (MCC), Adam Robards (Powers Ventures)

A. Call to Order

00:04 Audio Tape

The meeting was called to order by Matt McCollom, Chair, at 2:59 PM.

B. Approval of Agenda

00:08 Audio Tape

Motion to approve the agenda was made by Marv Mitchell, Second by Teresa Chapman. Motion was approved.

C. Open Comment Period

00:23 Audio Tape

None

D. Consent Agenda

00:32 Audio Tape

a. Council Items

The Maintenance Agreement with the Rochester Art Center has been finalized. City Administration is handling this. This will most likely be on the next City Council's Agenda.

b. Meeting Minutes

i. December 13, 2017

c. Monthly Financial Report

i. December 2017 Bills and December financial statements will not be available until February 2018 because of year-end closing.

d. Director's/Staff Report

e. MCC Committee Reports

f. Sales Report

Motion to approve the consent agenda was made by Marv Mitchell, Second by Teresa Chapman. Motion was approved.

E. Review Action Items from December 13, 2017 Meeting

01:48 Audio Tape

a. Value Stream Process Updates

There is progress in every category of the Value Stream Process. The Team Leaders met on Monday – they have the necessary goals and have taken the first steps to continue the process. Goals in this category may be completed by the next MCCC meeting and then we would move on to the next category; which the next steps will take longer to complete. Our Event Coordinators are especially engaged in this process. For the Value Stream Process, outlines were created for each task/activity/project, then the necessary sequencing or timeline were provided. We are currently working on the “low-hanging fruit.”

b. RCVB (Experience Rochester) 2019 Budget to be presented to MCC Commission at the October 2018 MCCC Meeting; MCC 2019 Marketing Plan to be presented to MCC Commission at the November 2018 MCCC Meeting

Brad Jones stated that in October there will be a draft of the MCC Sales and Marketing Budget, but the full budget will be shared in November. The Experience Rochester’s (formerly RCVB) full budget is not approved until the first full week in November. After the budget is approved, it will then be shared. Matt McCollom requested that the information be sent to the MCC Commissioners prior to the October meeting so they could review it. Donna Drews stated that a draft Experience Rochester budget is to be brought to the MCC Commissioner meeting in October and approved by the MCC Commission. It may be beneficial to have the MCC Commission review and provide feedback for the Experience Rochester budget.

c. MCC Commission Executive Committee to actively participate in Experience Rochester (formerly the RCVB) Board and Experience Rochester (formerly the RCVB) Executive Committee Meetings

Matt McCollom is attending the meetings. Amita Patel will attend the next meeting. Dan Nelson has also been attending the meetings.

ACTION (Parking Lot) – October 2018 Prior to MCCC Meeting – Experience Rochester’s draft budget will be sent to MCC Commissioners for review and approval for the Experience Rochester’s budget will be put on the October MCCC agenda.

ACTION (Parking Lot) – November 2018 Prior to MCCC Meeting – Experience Rochester’s Marketing Plan will be sent to MCC Commissioners for review and approval for the Marketing Plan will be put on the November MCCC agenda.

F. New Business

10:59 Audio Tape

Donna Drews commented on the MCC Customer Satisfaction Survey. There were 58 respondents out of the 241 surveys sent. This is a 24% response rate (the average response rate for this type of survey is 10 – 15%). 69% of those responding indicated their overall experience was excellent, 90% indicated they are likely to rebook, 82% rated the venues’ cleanliness as excellent, and 78% indicated staff responsiveness was excellent.

Some of the Mayo Civic Center staff had their picture in RPU's newsletter. The picture was taken as the MCC staff received the MCC energy rebate checks from RPU.

G. Unfinished Business

13:58

a. Arena Task Force Update

No updates

Marv Mitchell asked about the Martin Luther King, Jr. event scheduled for January 15, 2018.

There are no issues and everything is on track. The numbers are down from last year – last year there were about 600, this year the projection is for about 400 attendees. Along that same line, everything is on track for the Rochester Area Chamber's Annual Member Celebration, as well.

H. Other Business

15:32 Audio Tape

Donna Drews shared the MCC's 2017 Final Goals and Objectives worksheet. Donna discussed the various areas on the worksheet. Some highlights of areas left to complete, such as: create opportunities for display advertising, seriously look at the vendor and decorator options – look to design some type of criteria that will help us deliver the message to our customers the level of services provided, the stakeholder reports were not funded, training programs (part of the IATSE contract states that we must provide technical training to IATSE staff so they qualify and accomplished a certain level of education and training on specialized equipment) and this must be completed by the end of the year as the IATSE contract is up for negotiation. Donna discussed more on the training. The one area that is incomplete, because of staffing time, was training, onboarding and communication with our part-time staff. There is an All-Staff Meeting next week. We bring all of our part-time staff in and provide updates for them, listen to their comments, move forward on how things look for this year, identify projects that will be completed, and let them know there may be a uniform change coming.

Donna Drews discussed the 2018-2020 Strategic Plan. If the MCC Commission wishes to go ahead with some type of civic or engagement opportunity or create a town hall meeting setting, when would you like to do that and which member would like to guide that process? The other item is, is there an arts person anyone knows who would like to help on the Marketing Committee – not necessarily an artist, but someone who is engaged civically in the Arts Community. The McKinstry project is nearly complete which will make a difference in our utility bill. The hope is to have a benchmarking report in March on MCC assets and services. The Experience Rochester R & G Business Development Solutions, a lead generation company, officially kicks off in February – this is a nine month contract with Experience Rochester that is expected to generate ten qualified leads per month.

2017 4th Quarter Marketing Update – Mary Gastner mentioned things that under performed in 2017, are not on the 2018 Marketing Plan. There were some things that did perform better than anticipated. Leads generated were reviewed to see if they provided qualified leads. The next Marketing Committee date is yet to be determined.

New Board members have not been identified. Marv Mitchell thought Mayor Brede said he was going to take Marv's replacement to the City Council next meeting.

ACTION (Parking Lot) – Benchmarking Report comparing MCC venue and services with similar venues to be presented at March MCCC Meeting

- I. Adjournment
31:09 Audio Tape
Matt McCollom adjourned the meeting at 3:30 PM

Next Meeting: Wednesday, February 14, 2018 at 3:00 PM