



MINNESOTA'S ROCHESTER
MAYO CIVIC
CENTER CONVENTIONS
& EVENTS

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Mayo Civic Center Commission Meeting
Wednesday, September 12, 2018 – 3:00 PM
Mayo Civic Center Office Conference Room

Attendees: Commission Members

Teresa Chapman, Sarah Clausen, Warren Harmon, Matt McCollom, Dan Nelson, Amita Patel

Other Attendees:

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (Experience Rochester), Mary Gastner (Experience Rochester), Julie Gay (Freelance), Andy Krogstad (MCC), Jo Oeltjen (MCC), Randy Peterson (Post Bulletin)

A. Call to Order

00:01 Audio Tape

The meeting was called to order by Matt McCollom at 3:02 PM

B. Approval of Agenda

00:05 Audio Tape

Motion to approve the agenda was made by Sarah Clausen, Second by Amita Patel. Motion was approved.

C. Open Comment Period

00:18 Audio Tape

No Comments

D. Consent Agenda

00:29 Audio Tape

a. Council Item Review - None

b. Meeting Minutes

i. August 8, 2018

c. Monthly Financial Report (Report pulled out from Consent Agenda by Matt McCollom)

i. August 2018 Bills & Income Statement

2018 has been a strong year for MCC – for our period revenues we almost hit \$600,000 for the month of August (that is now the new record). Our August 2017 period revenue was \$316,000. We had a net of about \$105,000 of 2018 operating revenue. In 2017 we had a loss of \$134,000 of operating revenue. Our expenses for the month of August were only about \$45,000 over last year. Our net for the month of August was actually a positive before applying any lodging tax. A contributing factor to the expenses was we cooled the building with just roof-top units rather than the large York and Trane Chillers which take thousands of gallons of water. Also the LED lighting helped. A question was asked about the utilization of the building for August – Andy will calculate this. Food and beverage is also up. To achieve this, we really pushed our people which shows how dedicated our people are. This is on top of doing the maintenance at the Art Center and hosting events from the Rochester Public Library. There is the belief that nothing goes on at the Mayo Civic Center. A lot goes on, but the public is not generally aware of this. The estimate is that we will be somewhere around \$4.2M to \$4.3M in total revenue by the end of the year. We have never surpassed \$4M before. This is all based on 22 full-time employees which includes 6 custodians and 3 maintenance workers. With the large event that was on the previous Monday, some of our staff were here for 20 hours.

d. Director's/Staff Report

- e. MCC Committee Reports
- f. August Sales Report

Motion to approve the consent agenda was made by Dan Nelson, Second by Sarah Clausen. Motion was approved.

ACTION – Andy Krogstad to calculate Building Utilization for August

E. Review Action Items from August 8, 2017 Meeting

16:45 Audio Tape

- a. MCCC to send comments on 2019 Strategic Plan to Donna Drews
Dan Nelson did send some comments to Donna and they were incorporated in Draft 2 of the Strategic Plan. Dan is interested in the Post Event Survey process. Experience Rochester does a survey also, but it looks more at the destination. Their software is somewhat rigid in changing the questions on their survey.
- b. Destination Marketing International economic impact model for one-day, non-convention business
There isn't a module demo available yet. Mary Gastner did check into this.
- c. Update on parking revenue generated by MCC events
Donna Drews requested information from Tony Kanuer, but no specific data tied. Paul, from Lanier, said he would get us what he can, but it may not be very useful. Mary Gastner will look at the transportation section of their information and get back to the MCCC.
- d. Share Rochester Art Center/MCC Maintenance Report
The Art Center Maintenance Report for second quarter is in the packet. First quarter was even heavier – that is when the Mayo Civic Center (MCC) took over the Rochester Art Center maintenance. MCC is reimbursed for the labor costs and the contract work. Our staff says it is going pretty well.
- e. Matt Esau to add economic impact estimated to monthly Sales Booking Report

ACTION – Mary Gastner to look at the transportation section of their information

F. Unfinished Business

35:34 Audio Tape

- a. Security Services Request for Proposals
Two vendors provided proposals – we met with one group today and will meet with the other group next week.
- b. 2019-2021 Strategic Plan Update
With our Strategic Plan we want to make sure we are improving how we are keeping the community up-to-date and our stakeholders, the value of what we do, make sure we are planning appropriately and that it also engages the City's new strategic plan that has just been implemented. We will need to integrate some of the City's Strategic Plan goals and objectives, as well. We want to continue stakeholder engagement, identify as the region's go-to event center, be recognized as providing an example of exceptional customer service, and continue to build a team-oriented culture while maintaining MCC. There will be some equipment requests made and there are some items that will need to be addressed (i.e. portable walls and wall coverings in the Riverview Rooms). We are focusing on our stagehands and audio visual technicians training. When Randy Staver was at our staff meeting, one of the things that came up was that in Dan Fenton's previous report in 2013 with SAG, he recommended 4-6 full-time additional staff before construction. When we doubled our size, we only got 5 new employees. According to Price Waterhouse Cooper the industry standing for a building our size is 30-35 full-time employees, we have 22.

ACTION – Commission Members asked to provide feedback and input to Donna.

c. JLL Consulting Update

The information is only what was provided to the Committee of the Whole on August 27. The City Council asked for revenue and expense information – Andy is working on this. Perry Spindler submitted his resignation which is effective October 5. So we will be short an event coordinator. Perry's new job will be as a meeting planner for World Travel. There are also two staff members going on maternity leave for January, February and March. Donna invited Randy Staver to come to the MCC staff meeting with the fact that we have staff that are very, very concerned about our future. JLL is going to define success. Randy Staver was asked by a staff member to define success. No one can put their finger on the definition of MCC success. Without defining what success is, we really cannot build a plan. Dan Fenton came in 5 years ago and made 9 recommendations. Attempts were made to implement those, but some of those just did not go well. The Mayo Civic Center is very diversified in the events that we have: MN State High League games, concerts, professional conventions and trade shows, and more. There is a sense of staff not feeling appreciated externally. Internally, staff support each other really well. There is a lack of understanding of what we do.

G. Other Business

1:00:20 Audio Tape

Dan Nelson talked about Disney coming to Stillwater to offer training on world-class service. According to Dan, the County is sending 20 people. The training is October 5.

H. Adjournment

1:01:39 Audio Tape

Meeting adjourned at 4:03 PM by Matt McCollom, Chair.

Next Meeting: Wednesday, October 10, 2018 at 3:00 PM