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

**Attendees: Commission Members**

Teresa Chapman, Sarah Clausen, Matt McCollom, Dan Nelson, Quinn Proffer

Absent: Warren Harmon, Amita Patel

**Other Attendees:**

Marti Abts (Marketing Committee), Noelle Anderson (ABC 6 News), Donna Drews (Mayo Civic Center (MCC)), Matt Esau (Experience Rochester), Mary Gastner (Experience Rochester), Julie Gay (Freelance), Andy Krogstad (MCC), Jo Oeltjen (MCC), Erin Okins (MCC), Randy Peterson (Post Bulletin)

**A. Call to Order**

0:04 Audio Tape

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

Matt McCollom welcomed Quinn Proffer, a new Commission member, to the Mayo Civic Center Commission.

**B. Approval of Agenda**

03:10 Audio Tape

Motion to approve the agenda was made by Sarah Clausen, Second by Teresa Chapman. Motion was approved.

**C. Open Comment Period**

03:21 Audio Tape

No Comments

**D. Consent Agenda**

03:30 Audio Tape

- a. Council Item Review – MCC Security Agreement – The MCC Security Agreement was pulled from the Consent Agenda by Matt McCollom. This needs to be voted on.

Originally the Mayo Civic Center Security Agreement RFP was sent to seven companies – five companies did not respond. There were two providers that responded to the RFP, but one decided to pull their response because they did not have an office here and could not provide sufficient staffing. Premier provided a reasonable, competitive proposal. If approved by Council, security service support will begin within 4-6 weeks.

Motion to approve the MCC Security Agreement was made by Sarah Clausen, Second by Warren Harmon. Motion was approved.

- b. Meeting Minutes

i. September 12, 2018

- c. Monthly Financial Report – The Monthly Financial Report was pulled by Matt McCollom. This report was not available prior to the meeting because the City Finance Department had not yet closed accounting for the month of October.

Andy Krogstad talked about the Monthly Financial Report. Year over year MCC has added \$1.3M as of September 30, and costs were reduced to less than 50% of that amount. MCC's property insurance (\$180,000) was paid during the month of September, and also the final payment was made to the general contractor for the expansion project. We still have \$2.4M in reimbursements from the State – these dollars will be returned to the City for the dollars they have floated to pay bills. Overall, the project is slightly under budget, with some funding used for Presentation Hall seating replacement.

Motion to approve the Monthly Financial Report was made by Teresa Chapman, Second by Dan Nelson. Motion was approved.

The guaranteed energy savings program from the State of MN Department of Commerce, which the Commission and the City Council approved almost two years ago, is now done and we need to finish the paperwork that requires execution of Amendment #5. We didn't change anything with the project, the bids just came in under the initial contract price. This is a positive step. If the MCC Commission approves this, then it can go to the City Council at the first meeting in November for approval.

Motion to approve the Work Order Amendment #5 was made by Teresa Chapman, Second by Sarah Clausen. Motion was approved.

- d. Director's/Staff Report
- e. MCC Committee Reports
- f. September Sales Report

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

#### E. Review Action Items from September 12, 2018 Meeting

12:41 Audio Tape

##### Experience Rochester Budget

The Experience Rochester Budget in draft form is included in the packet. Also included is the draft Marketing Plan. Mary Gastner said the focus this year is on revising and relaunching the MCC website. Mary Gastner discussed the budget and marketing plan. The budget will be taken to the Experience Rochester Board of Directors and the City Council – both will need to approve the budget. Mary offered to make budget adjustments if the Commission members see areas they believe warrant adjustment. Mary Gastner reviewed Marketing Plan, and projects funded and not funded this year. Donna Drews thanked Mary Gastner and Matt Esau for their communication.

**ACTION – MCC Commission members to send budget adjustment to Donna Drews**

##### Strategic Plan

The Strategic Plan is a working document. Donna Drews stated no comments were received within the past month. Please send Donna Drews any comments you may have. There is progress on the current plan – Donna mentioned that most tasks are completed although some items are ongoing. We moved ahead with the customer experience by adding the event services desk in the Lobby. This has been very well received and people staffing it have been very busy. We dedicated the Mayo Heritage Exhibit on September 10<sup>th</sup>, and last Friday the new time capsule was closed and installed. Our overall customer satisfaction rating is 95% - our goal was 92%. Upon completion of the JLL Study, additional objectives are pending.

**ACTION – MCC Commission members to send Strategic Plan comments to Donna Drews**

##### Parking-Related Revenue

Parking Related Revenue. Lanier does not have any data to share on the parking that would be relevant. Mary Gastner said the data she has may not be as helpful either. Experience Rochester does have \$12,000 to \$16,000 year marked as a parking subsidy specifically for CCJW events.

#### Post Event Surveys

Donna Drews did some research and found that there isn't an industry-wide platform for gathering customer service data. Private management firms, e.g. SNG, AEG, VenuWorks, have some standardized methods for gathering customer feedback, but in most cases requests for information are specialized according to the market and culture of the venue(s). MCC uses SurveyMonkey to collect post event survey data. Our SurveyMonkey survey was developed five years ago by Dan Fenton with SAG and now JLL Consulting. It has been modified based on the changes that occurred with the expansion. Earlier this year, Andy Krogstad did some research on individual patron customer feedback via an app. Information gathered was not positive. Users often used this method to disparage events, venues and services without generating helpful feedback or constructive criticism.

#### F. Unfinished Business

##### 32:01 Audio Tape

a. 2019-2021 Strategic Plan Update

See above Review Action Items

b. JLL Consulting Update

There was a conference call this morning with JLL to talk about the data. It looks like JLL will be back in town in a couple of weeks.

c. Sales Marketing Plan Budget/Goals – Draft

Erin Okins stated that Dr. CH Mayo Presentation Hall now has a canopy, a replication of the 1938 canopy. There were over 100 attendees at the dedication. Last week we had the 2018 time capsule event. The original 1938 time capsule is located behind the cornerstone by Presentation Hall. Mary Gastner talked about the Connect Medical Board that was hosted at the MCC. Sales are most successful when the meeting planners can come to our destination. There were ten medical event planners at the first Connect Medical Advisory Board. Mary Gastner talked about the prospects and advertising campaign numbers. Donna Drews thanked Mary. She also thanked Erin Okins for her work on the Heritage project.

#### G. Other Business

##### 42:16 Audio Tape

Andy Krogstad shared that last week was great. He complimented the MCC staff by saying the building has a phenomenal staff. No major issues happened during the Trump event. MCC also had other events in the building. There were others outside the MCC building Staff that made the event possible – Police, Fire and First Aid. One of the Secret Service Agents made an unsolicited comment that MCC should be very proud of your building, it is well maintained for the age it is and that he has seen buildings much newer that look far worse.

A subcontractor to the artist is scheduled to do the finishing work on the sculpture today. The electrical portion of the sculpture, e.g. lighting, sound effects, is not yet finished. Efforts to stay in touch with the artist and complete the last remaining segment of this project continue.

#### H. Adjournment

##### 57:00 Audio Tape

Meeting adjourned at 3:59 PM by Matt McCollom, Chair.

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