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**Mayo Civic Center Commission Meeting  
Wednesday, February 14, 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

Absent: None (1 Commission seat yet to be filled)

**Other Attendees:**

Donna Drews (Mayo Civic Center (MCC)), Matt Esau (ExperienceMNRochester), Mary Gastner (ExperienceMNRochester), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Brad Jones (ExperienceMNRochester), Andy Krogstad (MCC), Jo Oeltjen (MCC)

A. Call to Order

0:05 Audio Tape

The meeting was called to order by Matt McCollom at 3:00 PM

B. Introduction of New Commission Members

0:09 Audio Tape

Warren Harmon, Sarah Clausen

C. Approval of Agenda

03:05 Audio Tape

Motion to approve the agenda was made by Teresa Chapman, Second by Amita Patel. Motion was approved.

D. Open Comment Period

03:24 Audio Tape

No Comments

E. Consent Agenda

03:33 Audio Tape

a. Council Item Review - None

b. Meeting Minutes

i. January 10, 2018

c. Monthly Financial Report

ii. December 2017 Bills, December Financials

iii. January 2018 Bills & Income Statement

d. Director's/Staff Report

e. MCC Committee Reports

The Finance Committee is reviewing revenue goals and the Marketing Committee will meet on Feb. 27

f. Sales Report

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

## F. Review Action Items from December 13, 2017 Meeting

04:28 Audio Tape

- a. RCVB 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

## G. New Business

05:07 Audio Tape

No New Business

## H. Unfinished Business

05:13 Audio Tape

## a. Arena Task Force Update

Brad Jones has participated in a couple of meetings with elected folks. There is no anticipated movement on this. It is officially “tabled” from the City of Rochester’s perspective. Brad asked for a meeting with Sarah and Warren to bring them up to speed on the PriceWaterhouseCoopers report. Dave Goslee talked about stating that the Task Force would be to explore public/private partnerships exist and how they operate rather than having people think the Task Force would be out negotiating partnerships.

**ACTION – Brad to meet with Warren Harmon and Sarah Clausen to bring them up to speed on the PriceWaterhouseCoopers report.**

## b. Value Stream Mapping Process Update

The customer-based sales and booking process was reviewed for both organizations. Donna Drews reviewed the progress that has been made on the Value Stream Mapping Process and the sequencing of items. The completed steps, which have been agreed upon by the Mayo Civic Center staff and the ExperienceMNRochester staff, will be implemented March 1, 2018. Matt Esau mentioned that the ExperienceMNRochester people have been in the loop and have been working with the groups. Sarah Clausen asked if the items were going happen or were the items being proposed. The items in group one are things that will be implemented March 1, 2018. The other items are things that will be worked on. As the group moves into the next items, target dates will then be assigned. Step 16 – Investigate implementation of an exhibitor portal or mobile event app for Ungerboeck. One thing that has already occurred, that is under that umbrella, is the implementation DocuSign software to run within Ungerboeck. There was a discussion on the DocuSign process.

## c. 2018-2020 Strategic Plan Update

Donna Drews reviewed the updates on the Mayo Civic Center 2018-2020 Strategic Plan. She talked about the objectives and where things are with each of the objectives. Marti Abs will be joining the Marketing Committee. There is work being done on succession planning. Perry Spindler is participating in the Government Alliance on Race and Equity, this is a City of Rochester cohort. Perry has also participated in some Ungerboeck software training. Joe Kollar is attending a week-long certification course that is affiliated with FEMA and the Department of Homeland Security – the Academy for Venue Safety and Security. This is a two-year certification program. The Mayo Civic Center will be creating a security plan. This plan will be done prior to hiring a security person, which was approved in this year’s budget. Adam Lien is developing a stagehand training program. We had a good January – Eagles Cancer Telethon, MLK Event, Unveiled, Townsquare Media Home and Vacation Show, to mention a few. Staff members are attending conferences to increase their skills, training and knowledge. We are committed

to broader staff knowledge. We use an Event Supervisor Schedule – this gives supervisors the opportunity to have hands-on experience supervising events.

I. Other Business

42:01 Audio Tape

Dan Nelson brought up signage and our easel signs. A discussion was had on the easel signs and signage. We are looking to decrease the easels and implement some portable digital signage. Dan Nelson asked about the Art on the Plaza and if there would be some type of announcement regarding the art when it is completed. The sculpture will hopefully be completed by the end of May – the weather needs to be warm to complete the full installation of the artwork. There is significant interest in the artwork. There have been countless people and groups already taking pictures by it. Brad Jones will be sending out the 2017 Lost Business Report soon. As you review the Lost Business report, parking has become a critical element and hotel room blocks. The parking availability not the parking fee presents most of the problem. Brad Jones talked about building out a visitor app in partnership with Mayo Clinic and DMC. This process is in the early stage of solidifying a firm to build that visitor app. They will be placing “I beacons”, these are small pieces of battery-operated equipment that plug into light fixtures, throughout the skyways and subways. This will help with wayfinding. This will be about a year out.

**ACTION – Andy will ask Erin Okins and Mary Gastner to work on an announcement of some type when the sculpture is completed.**

**ACTION – Brad Jones will send out 2017 Lost Business Report. Matt McCollom asked Brad to bring solutions to the lost business and how the MCC Commission can help.**

J. Adjournment

01:07:29 Audio Tape

Matt McCollom adjourned the meeting at 4:08 PM.

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