

Mayo Civic Center Commission Meeting
Wednesday, August 9, 2017; 3:00 PM
Mayo Civic Center Offices Conference Room

- 3:00 PM A. Call to Order
- B. Approval of Agenda
- C. Open Comment Period
- This agenda section is for the purpose of allowing citizens the opportunity to address the Commission. Comments are limited to 2 minutes per person, and total comment period shall be limited to 15 minutes. Any speakers not having the opportunity to be heard will be the first to present at the next Commission meeting.*
- 3:05 PM D. Consent Agenda
- a. Council Item Review
- i. Convention Center Expansion Change Order 15
- b. Meeting Minutes
- i. July 12, 2017
- c. Monthly Financial Report
- i. July 2017 Bills & Income Statement
- d. Director's/Staff Report
- e. Sales Report
- 3:15 PM E. Review Action Items from June 14, 2017 Meeting
- a. MCC Commissioners – Review objectives based under the goal and make suggestions
- 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
- 3:25 PM F. New Business
- 3:30 PM G. Unfinished Business
- a. Review 2018-2010 Strategic Plan Draft
- 4:20 PM H. Other Business
- 4:30 PM I. Adjournment

Next Meeting: Wednesday, September 13, 2017 – 3:00 PM

Mayo Civic Center Commission Meeting Minutes
Wednesday, July 12, 2017 – 3:00 PM
Mayo Civic Center Office Conference Room

Attendees: Commission Members

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

Other Attendees:

Marti Abts (Rochester Civic Music), Donna Drews (Mayo Civic Center (MCC)), Mat Esau (Rochester Convention and Visitor's Bureau (RCVB)), Julie Gay (Freelance), Dave Goslee (City Attorney's Office), Chad Gray (Lancer Hospitality), Chad Koehler (Lancer Hospitality), Andy Krogstad (MCC), Megan Malugani (RCVB), Jo Oeltjen (MCC), Erin Okins (MCC), Randy Peterson (Post-Bulletin), Aaron Reeves (City Administration)

A. Call to Order – 0:00 Audio Tape

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

B. Approval of Agenda – 0:03 Audio Tape

Motion to approve the agenda was made by Dan Nelson, Second by Jerrie Hayes. Motion was approved.

C. Open Comment Period – 0:32 Audio Tape

Chad Koehler, MCC Food & Beverage Manager, introduced Chad Gray, the new MCC Hospitality Executive Chef. Chad Gray talked about his strong background in hotels and fine dining.

D. Consent Agenda – 2:26 Audio Tape

a. Council Item Review

i. MCC Expansion – Public Art Revised Placement Plan and Budget

The MCC Expansion – Public Art Revised Placement Plan and Budget was pulled by Marv Mitchell from the Consent Agenda.

b. Meeting Minutes

i. June 14, 2017

c. Monthly Financial Report

i. June 2017 Bills & Income Statement

d. Construction Update

e. Director's Report

f. Sales Report

g. Finance Committee Update

h. Food & Beverage Committee Update

i. Marketing Plan 2nd Quarter Update

Motion to approve the Consent Agenda minus the Council Item Review, MCC Expansion – Public Art Revised Placement Plan and Budget was made by Jerrie Hayes, Second by Teresa Chapman. Motion was approved.

a. Council Item Review – Pulled from Consent Agenda

The placement of the public art needs to shift. The small end towards the street stays the same. The west end of the sculpture is moving a little closer to the building. This shifting is in order to avoid steam lines. The additional monies are already in the art budget for this. Motion to approve the change in placement of the public art was made by Jerrie Hayes, Second by Heidi Mestad. Motion was approved.

E. Review Action Items from June 14, 2017 Meeting – 6:02 Audio Tape

a. 2018 – 2020 Strategic Plan Draft

The 2018 – 2020 Strategic Plan is on the agenda later in this meeting.

F. New Business – 8:16 Audio Tape

a. Fuselideas Presentation on MCC Re-Branding

Steve Mason from Fuselideas presented the Re-Branding process, findings and recommendations.

Overall Assignment – Development and implementation of a destination brand, plus brand identity/naming for these organizations: Mayo Civic Center, Rochester Amateur Sports Commission, and Rochester Convention and Visitors Bureau. The Discovery Process was: Review Existing Research/Information, New Research, Brand Immersion (Online and Onsite), Stakeholder Engagement, Brand Audit, Key Metrics, Current Trends/Third-Party Research, Competitive Review, Summary SWOT Analysis and Summary of Discovery Findings. The Center was originally the Mayo Civic Auditorium, named in 1938. The name was changed to Mayo Civic Center in 1986. During Discovery, interviews indicated there is a need to evolve – change the name to better support attraction of more large meetings and conventions. In Discovery, it was learned that Rochester, MN is not well known outside of the region and is frequently confused with Rochester, NY. The name Mayo Civic Center is also often confused with the Mayo Clinic. The Center is unique and more than the “Civic Center” as named in 1986 – it is a convention center, an event arena, an exhibit hall, and auditorium and a presentation hall – all in one. There are only seven civic centers in the United States and Mayo Civic Center is one of them. Typically, the “Civic Center” title gives the connotation of a small town facility. Steve talked about the name comparisons they conducted. He went over the naming considerations and the names tested. The name recommendation is: Rochester, MN Convention and Event Center. Also strongly recommended was the Mayo name be retained in some capacity, perhaps for some part of the facility – out of respect to the Mayo legacy and city and facility history. The Rochester International Event Center name was discussed during the re-branding process. The Rochester Convention and Event Center was thought to be able to stand on its own. Questions – Does Rochester, NY get confused with Rochester, MN? Steve Mason did not know the answer to that. Where are the Civic Center names – in smaller towns? Per Steve Mason, no major markets have Civic Center in their name. There was a question on naming rights – Steve was not an expert in this. Steve’s commented he would: “.....advise caution that what you might gain in revenue, you might trade away some very important marketability in terms of identifying location and place which is something that according to our research and work is a critical need. For this brand is to help build up a better level of awareness that Rochester, Minnesota exists and it is the home of the Mayo Clinic and that you have a newly upgraded convention and event facility that is really impressive and people need to come see that.” According to Steve hardly anybody out there is as multi-use as we are. We have a bit of a distinction in fact that we have everything under one roof (i.e. the arena, the auditorium, the theater (presentation hall), the exhibit hall and now all the plethora of meeting spaces,

executive suites and grand lobbies and so on). We are an extreme multi-use facility with all of those under one roof.

Motion to accept the recommended name of “Rochester Convention and Event Center” was made by Heidi Mestad, Second by Dan Nelson. Motion was approved.

The next step will be to take the “Rochester Convention and Event Center” name change to the City Council with the note the Mayo Civic Center Commission members recommend this name change. The packet of information Fuselideas presented should be given to the City Council members at the minimum. Marv Mitchell mentioned he was impressed with the process Fuselideas went through.

Additional Item on New Business

There was discussion on making the Marketing Group and Marketing Committee. The Marketing Committee proposal came about from discussions Joe Powers, RCVB Board Chair, had with Marv Mitchell, Matt McCollom and Amita Patel. Matt McCollom talked about the Proposed MCC Marketing Committee Description – this would be an ongoing committee to be more proactive with the marketing plans. Matt McCollom and Amita Patel worked on the Proposed MCC Marketing Committee Description which was then reviewed by Marv Mitchell and Donna Drews. Mary Gastner has been asked to be on the MCC Marketing Committee. The Marketing Committee will be 3-5 members with some members specifically spelled out. Initial Marketing Committee members would be: Mary Gastner, Matt McCollom, Erin Okins, Amita Patel and an RCVB Board member. Brad Jones (RCVB Executive Director), Mary Gastner and Erin Okins met with Matt McCollom and Amita Patel on this. Brad Jones was provided with a committee description. Motion to approve the MCC Marketing Committee description as proposed and with the names put forth was made by Heidi Mestad, Second by Teresa Chapman. Motion was approved.

G. Unfinished Business – 1:07:06 Audio Tape

a. 2018 – 2020 Strategic Plan Draft

Donna Drews presented the 2018 – 2020 Mayo Civic Center Strategic Plan

Goals: 1. Continue to be a significant and sustainable economic generator for the City and Community.

2. Strive to create a memorable and exceptional customer service experience. 3. Create an internal culture that attracts and retains a talented and innovative workforce. 4. Foster/create operational efficiencies for excellence. Donna discussed the goals, objectives and metrics. The Commissioners further discussed the Strategic Plan. Additional clarification was requested on some items:

Community engagement activity – to engage with potential users (i.e. bring Civic Music Board in to see Presentation Hall); community outreach engagement (i.e. bring in activities a couple times a year like the Wicked Moose had – more regional bands). Leverage stakeholder community needs. Revisit the non-profits engagement opportunities. Encouraged to build strategy with the Arts Commission seat. A suggestion was made to partner with the efforts in Hospitality Education – possibly provide learning opportunities for students in the CTECH program and the new culinary program starting at RCTC. Also look for opportunities to work with the Rochester Area Chamber of Commerce. Educate the community on the economic impact (the impact around economic generation). There was a suggestion to change to wording from target to tactic and measurement to target.

ACTION – Marketing and Finance Committee – Revisit the non-profit level of support, look at ways to possibly help offset rental costs on a rotating or lottery basis.

MCC Commissioners – Take a look at the objectives based under the goals. Make suggestions of things that need to be added. Just look at the objective level, you do not need to come up with metrics or tactics. This will be discussed at the next meeting.

H. Other Business – 01:28:21 Audio Tape

No Other Comments

I. Adjournment – 01:28:27 Audio Tape

Marv Mitchell adjourned the meeting at 4:28 PM.

Next Meeting: Wednesday, August 9, 2017 at 3:00 PM

MCC Department Goals

Monthly Update – June 2017

Management & Construction – Donna Drews



Mayo Civic Center Ballroom – Skyway Level

This photo was recently added to MCC's marketing files. The Ballroom is set with 160 round tables – maximum capacity would be 177 tables. Isn't it beautiful!

Renovations to Presentation Hall are nearly complete and even though a few items are not quite finished, it will be used for the first time on August 8 and 9. We are delighted that we are quickly approaching the end of construction. Time to move ahead....

Our rebranding efforts continue, and before we are able to formally request City Council approval, several additional meetings will take place. We knew this initiative would take time and gradually we are progressing. More information will be available in September.

In July, several meetings with key customers took place, and the potential for additional future opportunities is pending. Some of these events come with challenges, but without the new Ballroom, these opportunities would not exist. We look forward to sharing more information in the not too distant future.

MCC's 2018 budget request is in the works and even though we expect some expenses to increase, projections appear only slightly higher than what was estimated last year. In April 2018, the Convention Center will have

been fully operational for a year, and the task of projecting revenues and expenses will be supported by actual data.

Marketing – Erin Okins

MCC's Standard Operating Procedure (SOP) documents have been updated. Much of the Marketing section needed revising due to new procedures and software programs. Details related to running MCC's website content management system, new closed-circuit TV digital displays, and Ungerboeck integration have been updated. The MCC commission's marketing committee information has also been included.

The MCC website continues to need updating as pricing, caterers and other components of our business grow. Most recently, a new caterer was added to the [Signature Catering page](#) and pictures on this page are forthcoming. Now that the new convention center is open, [multiple pages](#) required updating to share that we are open and operational! We no longer need to say "Coming in 2017!" In addition to these efforts, another [blog post](#) was added about the energy conservation efforts that are underway in the Auditorium, Exhibit Hall, Arena and North Lobby.

We are currently building our Knot online presence. The Knot is the premier website and magazine for prospective brides and wedding planners. We have been working on compiling pictures from Ballroom weddings to share within our Knot profile. Our metric for the year is 4,500 views and 90 prospects generated from this effort. Inquiries generated from our online storefront will be emailed, as well as displayed within the Knot Pro for sales to respond to.

Building Operations – Dave Silker

The month of July typically settles into the standard summer events that we have hosted for a number of years. The events involve the hosting of the summer CCJW weekends, the Partnership for Youth conference and the Sunday evening concert series – DBTR in Mayo Park.

CCJW and the Mayo Civic Center have developed a valued and respected relationship and we look forward to hosting their events not only during the summer weekends but also periodically through the year. Of note related to these conference weekends; the Mayo Civic Center has provided cleaning supplies (cleaning chemicals, paper products and hand soap) for these events and the assigned cleaning department provides the upkeep of the venue and restrooms throughout the hosted event.

Exterior trash cans were also installed at the main entrances of the Convention Center. We maintained the same design for these containers as was previously purchased in our other patio furniture so as to keep consistent with the exterior appearances. The circa 2001 containers will be removed from use in visible public entrances and retired.



Civic Center Drive



South Patio

July also happens to be the most popular month during the year for employee vacations and requested time off. Over 300 hours of vacation time/comp time were recorded during the month of July by our Operations staff.

Enjoy the final month of summer with the appropriate attention given to our increased event schedule that we always experience once we get through Labor Day.
