



Request for City Council Committee Action from the Convention Center

Date: July 16, 2008

To: Honorable Paul Ostrow, Chair, Ways & Means Committee

Referral to:

Subject: Review of City Relationship to and Governance of Meet Minneapolis' Contract for Sales and Marketing Services.

Recommendation: Approve staff recommendation that an outside vendor with industry expertise in Municipal Governance and Performance Contract Management provide an objective review and specific guidance to the Meet Minneapolis contract for sales and marketing of the Minneapolis Convention Center and Convention and Tourism Services.

Previous Directives:

June 30, 2008 – Staff direction from the Ways and Means Committee to Review the City Relationship to and Governance of Sales & Marketing Services for Conventions and Visitors

Prepared by: Chris Larson, Director, MCC Facility Services, (612) 335-6116
Katharine Bonneson, Director, Business Administration, (612) 335-6058
Approved by: Steven Bosacker, City Coordinator _____
Presenter in Committee: Chris Larson, Director, MCC Facility Services

Reviews

- Permanent Review Committee (PRC): Not Applicable
- Policy Review Group (PRG): Not Applicable

Financial Impact

- Financial Impact: Professional Services Agreement will be obtained for less than \$50,000. Funds are available within the Convention Center's existing Operating Budget.

Community Impact

- Not Applicable

Background/Supporting Information

The City's contract with Meet Minneapolis to provide sales and marketing services for the Convention Center and Convention and Tourism services will expire December 31, 2009

Recommendation

A review by an outside authority will assist the City in better clarifying an appropriate governance model, a contract performance management system as well as clarifying the roles and responsibilities of each involved party. The goal of this review would include eliminating any potential conflicts of interest, maximizing accountability and clarifying roles between Meet Minneapolis, the Convention Center and City Officials.

Staff recommends approval of this action plan to secure an outside vendor with industry expertise in Municipal Governance and Performance Contract Management provide an objective review and specific guidance to the Meet Minneapolis contract for sales and marketing of the Minneapolis Convention Center and Convention and Tourism Services.

Information gained through this study will inform the Meet Minneapolis contract process and provide specific guidance on restructuring the contract to be transparent, functional and performance-driven.

The anticipated timeline for completion of the study will provide a final report in the 4th Quarter 2008.