

MCC Hospitality Advisory Committee Goals and Priorities 2019 – 2022

Provide Recommendations and Advice regarding the new hospitality opportunities at the Meridian Community Centre.

Goal #1: Review the Current Hospitality Operations

1. Define the nature and scope of hospitality activities at MCC, September 2019

Actions:

- Review relevant TOP policies and procedures
- Review current status of operation including food and beverage services, programming, rentals, sales, utilization and other criteria as determined by committee
- Determine the definition of hospitality activities at MCC
- Review activities of non-profit groups

2. Review procedures for the sale and handling of alcohol, September 2019

Actions:

- Examine the processes including inventory, purchase, sales and responsibility for control
- Review existing policies/activities re safe service and sale of alcohol
- Investigate best practices

3. Recommend the development of financial targets for hospitality activities, September 2019

Goal #2: Maximize the Hospitality Operation at MCC

1. Recommend procedures that maximize effectiveness, efficiency and profitability of food and beverage services, June 2020 and ongoing

Actions:

- Recommend RFP process for provision of services and supplies at MCC, with criteria to evaluate alternatives
- Use established food suppliers, liquor and alcohol suppliers
- Recommend procedures for deliveries, receiving and storage
- Review systems that create efficiencies such as accounts with Beer for Business, Sysco, etc.
- Review equipment requirements including freezer, ice maker
- Find products that offer quality and profitable return for MCC

2. Recommend strategies to enhance sales, June 2020 and ongoing

Actions:

- Recommend pricing for catering, food and beverage services
- Recommend a catering menu for meeting rooms and functions
- Provide input on a hospitality meeting package for sales and marketing
- Recommend a feedback mechanism with event organizers
- Establish goal regarding alcohol policies and sales
- Partner with suppliers to maximize marketing opportunities

Goal #3: Recommend New Hospitality Business Opportunities

1. Investigate and recommend possible partnerships, December 2020 and ongoing

Actions:

- Determine how partnerships can benefit TOP and community
- Investigate supplier partnerships
- Investigate partnerships with hotels for weddings and events requiring accommodations
- Explore cross promotion with community and businesses, without creating conflict
- Maximize partnerships with service clubs

2. Explore new opportunities, ongoing

Actions:

- Research potential for theatre series, concerts, tournaments, and business meetings
- Research and identify operating procedures for new activities including gate, ticket sales, catering %
- Establish feedback mechanism with community to understand what "enhanced" hospitality means
- Consider TOP demographics while exploring future activities

Goal #4: Advise Council

1. Recommend policies and procedures, as necessary