

From: [Johnson, Jeff](#)
To: [Council Members](#)
Cc: [City Clerk](#); [Council Staff](#); [Anderson Kelliher, Margaret](#); [Mellem, Laura \(she/her/hers\)](#); [Helmeid, Mollie \(she/her/hers\)](#)
Subject: City Council Response Memo - BHZ Committee April 28th
Date: Wednesday, April 29, 2026 9:22:02 AM
Attachments: [2026 StrategyMap FINAL Letter 1.pdf](#)
[image001.png](#)

MEMORANDUM

To: Jamal Osman, Chair, Business Housing & Zoning
Council Members
From: Jeff Johnson, Minneapolis Convention Center
Copy: Margaret Anderson Kelliher, COO
Laura Mellem, DCOO
Casey Joe Carl, City Clerk
Subject: Agenda Item #9, Meet Minneapolis Contract Amendment

This memo addresses issues about the referenced item that were raised at the Business Housing & Zoning committee's April 28th meeting. The issues that were raised included:

- What is the plan you will take to meet the Meet Minneapolis KPI goals in the future?
1. It is the responsibility of Meet Minneapolis to achieve the Key Performance Indicators (KPI's). They have created a 2026 Strategy Map that outlines the approach to their work in 2026. I have attached the strategy document to this email.
 2. The City has many roles in supporting the success of Meet Minneapolis. I will outline two here:
 - a. The City Operations Officer and the General Manager of the Convention Center manage the contract with Meet Minneapolis via these specific actions:
 - i. Quarterly meetings and review of a Quarterly Report by Meet Minneapolis that outlines their activities for the quarter and progress towards their KPI's
 - ii. A Strategic Planning meeting is held in the Fall each year with several city departments represented to provide input on Meet Minneapolis' Strategic Plan and to ensure alignment with other city initiatives.
 - iii. The City Operations Officer approves the four (4) KPI's for the contractual incentive funding each year after the President/CEO of Meet Minneapolis and General Manager of the Convention Center work to set goals that will challenge Meet Minneapolis and deliver value to the hospitality industry.

- iv. The General Manager of the Convention Center and the CEO/President of Meet Minneapolis meet bi-weekly to address issues and informally collaborate daily.
- b. The City is represented on the Meet Minneapolis Board.
 - i. The Mayor, City Operations Officer, and at minimum four (4) City Council Members are members of the Meet Minneapolis Board.
 - 1. Board Members are involved in oversight and approval of all Meet Minneapolis activities including monitoring KPI's, setting strategic directions, monitoring financial performance, and holding the leadership of Meet Minneapolis accountable.

Please let me know if there are further issues to be addressed.

Jeff Johnson

Executive Director

he/him/his [why this matters](#)
[Minneapolis Convention Center](#)

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2025 IAVM Venue Excellence Award Winner





Meet Minneapolis
City by Nature

Meet Minneapolis 2026 PLAN

At Meet Minneapolis, our mission is to positively impact the economic and social prosperity of our Minneapolis community by attracting visitors, meetings and events that directly support jobs and local businesses, and generate critical revenues.

KEY PERFORMANCE INDICATORS

Secure 512,653* Room Nights

Optimize booking incentives to increase conversion rates

Elevate engagement through Signature Sales events

Expand personalized planner communication tools

Activate strategic national accounts with quarterly familiarization trips

Implement emerging Ai meeting planner tools

Generate \$24.225M* in MCC Revenue

Increase occupancy by 5 points through YE 2026

Prioritize growth of large-scale events

Increase Plaza visibility and paid bookings

Grow Minnesota-based bookings by 3 events YOY

Coordinate in-event marketing initiatives

Activate marketing support for public shows

Earn \$13.098M* in Lodging Taxes

Partner in collective Winterapolis program

Develop social influencer and content creator strategy

Deploy *always-on* paid search program

Provide data on impact of a short-term rental tax

Develop Ai booking opportunities

Grow & Retain 518 Partners*

Create "About Minneapolis" hospitality training Program

Optimize new Venue Finder tool

Reimagine partnership network user online experience

Develop new partnership network marketing assets

SUPPLEMENTAL CITY PROGRAMS

Execute Cultural Districts

Implement *always-on* campaign

Expand influencer program of work

Develop passport redemption program

Coordinate with Metro Transit for advertising and route planning

Support Sister Cities & Global Partnerships Program

Execute Global Partnerships brand refresh

Establish/re-establish relationships with all Sister Cities

Evaluate Sister Cities event opportunities

Complete Year 2 Community Events Assistance Program

Communicate and implement two funding rounds

Implement process + equity improvement recommendations

Strengthen connectivity of CEAP awards to DMP goals

MULTI-YEAR INITIATIVES

Destination Master Plan

Equity & Community Impact

Minneapolis Tourism Improvement District Initiatives

VALUES: SERVICE | COLLABORATION | INCLUSION | PASSION | INTEGRITY

*Goals based on Tier III achievement