



824 32nd Ave., Brookings, SD 57006 | 605-692-7539 | www.dacotahbankcenter.com



Advisory Board Meeting Minutes
Thursday, August 24th, 2023 @ 1pm
Dacotah Bank Center

Present: Elena McKeown, Kyleigh Cramer, Jeff Holm, Laura Schoen Carbonneau, Mike Logan, Dacotah Bank Center General Manager; Ashley Biggar, Dacotah Bank Center Director of Marketing.

Agenda Discussions:

- Jeff called the meeting to order.
- June minutes were approved.
- Board voted to accept the updated ordinance to change the board from the Swifel Center Advisory Board to Dacotah Bank Center Advisory Board.
- Mike gave a team update. As the facility is fully staffed in the full-time roles, the focus is on student hiring. Mike also gave an update on board member terms.
- Mike presented and the board discussed a SWOT analysis of the facility. Highlights include strong 2024 bookings, July 23 cattle show, and staff training. Mike discussed opportunities for fall/winter booking, cashless F&B, catering menus, and room rental rates. Mike also discussed threats of controlling revenues v expenses.
- Mike gave an update on Swiftel Center capital projects. The HVAC project still has control items on the list. Will be done soon. The F&B POS System was installed in July. The roof project was accepted by the city council and will be completed by the end of October. Elevation drawings and specs have been completed for our Bathroom project; next steps will be to generate bid documents for public review.
- Mike presented the June financials.
- Mike presented an update on partnerships.
- Next meeting is scheduled for October 26th at 12:00pm.
- Jeff adjourned the meeting.