

DACOTAH BANK CENTER

Advisory Board Meeting Minutes

Thursday, April 24, 2025 @ 11:00 AM

Dacotah Bank Center

Present: Advisory Board Members: Nick Schmeichel, Melisa Yager, Elena McKeown, Jennifer Johnson, Jeff Holm, Kyleigh Cramer, Laura Schoen Carbonneau
City of Brookings Staff: Paul Briseno, Kristen Zimmerman
Dacotah Bank Center Staff: Ashley Biggar, Lisa Robinson, Cody Pohlen, Kayla Gullickson
OVG Corporate Staff: Anna Rosburg

Agenda Discussions:

- Jeff called the meeting to order.
- February minutes were approved.
- Ashley provided strategic updates on Dacotah Bank Center operations and staffing. The Marketing Manager position remains frozen, with efforts focused on utilizing part-time staff and cross-training full-time staff to maintain operational efficiency.
- Ashley reviewed recent and upcoming bookings.
- Lisa and Ashley provided a financial overview for March 2025. The month-end variance to budget was -\$29,182, primarily due to lower ticket sales and fewer bookings. Year-to-date variance to budget is -\$49,723, with countermeasures including savings in indirects helping offset the gap.
- Ashley reviewed the updated 2025 rolling forecast. The projected variance has improved to -\$112K (from -\$175K). Contributing factors include:
 - Continued staff and marketing freezes
 - Global partnerships revenue projections (\$402K-\$420K)
 - Ongoing cost-cutting strategies targeting only critical needs
- Capital projects were reviewed:
 - Lighting and security upgrades have been completed
 - Window and chiller upgrades are nearing completion
 - Restroom renovations have moved into the contractor selection phase following RFP closure
- Ashley provided a quick update on Partnerships & Community.
- “Engagement in Action” was highlighted, with a mission of enhancing life through diverse, impactful events. Efforts continue on:
 - Event recruitment and revenue opportunities for meetings, weddings, galas, and facility partnerships.
 - Upcoming events:
 - Brookings Economic Summit: April 29, 2025
 - CASA Fire & Ice Gala & Auction: May 9, 2025
 - Cole Swindell: September 25, 2025
- Next meetings scheduled for May 28, 2025, at 3:00 PM and June 26, 2025, at 11:00 AM.
- Jeff adjourned the meeting.