

Advisory Board Meeting Minutes
Thursday, June 15th, 2023 @ 12pm
Dacotah Bank Center

Present: Elena McKeown, Kyleigh Cramer, Jeff Holm, Bill Retterath, Jennifer Johnson, Laura Schoen Carbonneau, Mike Logan, Dacotah Bank Center General Manager; Ashley Biggar, Dacotah Bank Center Director of Marketing, Lisa Robinson Dacotah Bank Center Director of Finance.

Agenda Discussions:

- Jeff called the meeting to order.
- April minutes were approved.
- Mike gave a team update. As the facility is fully staffed in the full-time roles, focus is on summer part-time hiring.
- Mike presented and the board discussed a SWOT analysis of the facility. Highlights include strong May events and new ability for the GM to focus on high level booking and sales due to full-time staff strength. Mike discussed opportunities for fall/winter booking, concert holds, and training. Mike also discussed threats of the decline in equine/ag events and controlling revenues v expenses.
- Mike gave an update on Swiftel Center capital projects. The barn audio project is completed. The HVAC project is 99% completed, with only small control items left. The POS system project is scheduled to be installed later this month (June) and will be online in July. Mike also gave a brief update on the bathroom remodel project.
- Mike presented the April financials. Mike also briefly discussed the proposed FY2024 Operating Budget.
- Mike presented an update on partnerships.
- Next meeting is scheduled for August 24th at 12:00pm.
- Jeff adjourned the meeting.