

Advisory Board Meeting Minutes
Thursday, October 26th, 2023 @ 12pm
Dacotah Bank Center

Present: Elena McKeown, Kyleigh Cramer, Jeff Holm, Bill Retterath, Jennifer Johnson, Mike Logan, Dacotah Bank Center General Manager; Ashley Biggar, Dacotah Bank Center Director of Marketing, & Anna Rosburg, OVG360 District General Manager.

Agenda Discussions:

- Jeff called the meeting to order.
- August minutes were approved.
- Mike introduced Anna Rosburg from OVG360 to the board and a short discussion on OVG360 business was had.
- Mike gave a team update. As the facility is fully staffed in the full-time roles, the focus is on part-time hiring.
- Mike presented and the board discussed a SWOT analysis of the facility. Highlights include a record-breaking Pink Ladies Dart Tournament, Visit Brookings marketing partnership, and event management training is going well. Mike discussed weak ticket sales for October events and opportunities for fall/winter booking, as well as a cashless F&B update. Mike also discussed threats of controlling revenues v expenses, low discretionary income in the market, and high concert volume.
- Mike gave an update on Dacotah Bank Center capital projects. The HVAC project is nearing 100% completion. The upper roof project was completed, and the lower roof will be completed by end of year. Due to staff hours required the restroom project has been tabled to 2024.
- Mike presented the August financials, the year end forecast, and FY24 budget.
- Mike presented an update on partnerships.
- Next meeting is scheduled for December 14th at 12:00pm.
- Jeff adjourned the meeting.