

Advisory Board Meeting Minutes
Wednesday, January 29, 2020 @ Noon
Conference Room

Present: Kyleigh Cramer, Jeff Holm, Teri Ronning, Jennifer Johnson, Laura Schoen Carbonneau; Nick Schmeichel, Rod Schaefer; Erick Rangel, City of Brookings CFO; Tom Richter, Swiftel Center Executive Director, Jeremy Linstad, Swiftel Center Associate Executive Director, Andrea Hogie, Swiftel Center Director of Finance.

Agenda Discussions:

- Jennifer called the meeting to order.
- Jeff Holm was selected as Chairperson and Nich Schmeichel was selected as Vice Chairperson
- The November 27, 2019 minutes were approved.
- December financials were presented.
- The 4th quarter event and attendance summary was handed out.
- Tom passed around some advertisements that have appeared in Pollstar and Facilities Magazines. He is meeting with the City Park & Rec department as well as the Soccer association about the possibility of using the holding barn for indoor soccer during November – February of each year. He is also meeting with the City Park & Rec department and BISA on another junior hockey group coming to Brookings. We will be holding a new event in March which is Flat Track Racing. The Swiftel Center is enhancing our recycling efforts with the City Landfill giving us a dumpster (plastic, glass & aluminum) that they will take to Cook's Wastepaper. Starting in January 2020 Tom will be reporting directly to Erick Rangel the City of Brookings CFO. The Swiftel Center expansion is still listed in the city's strategic goals. Tom presented the 1st draft of our presentation that will be given to the City at the study session on Tuesday, February 18th at 5pm. Some discussion included: what do we want to accomplish, be offensive not defensive, give our mission statement, provide some history of where the building started (why was it built?) to what it has become now, provide pictures or a video of events, what is our strategic planning for going forward, what are the cost savings we have been doing, how much competition is in the area, a SWOT analysis should be done for the building. What is success to the council?
- A special meeting was called for Wednesday February 5, 2020 at NOON.
- Jennifer adjourned the meeting.