

Advisory Board Meeting Minutes
Friday, November 19, 2021 @ Noon
Daktronics Conference Room

Present: Teri Ronning; Jennifer Johnson; Nick Schmeichel; Laura Schoen Carbonneau; Kyleigh Cramer; Mike Logan, Swiftel Center General Manager; Kristina Lankow Swiftel Center Director of Marketing

Agenda Discussions:

- Jeff called the meeting to order.
- September minutes were approved.
- Mike reported to the board that Spectra Venue Management was acquired by Oak View Group Inc. He reported on their leadership team and company vision. He expressed that this was great change and would have a positive impact on all Spectra venues in the future.
- Mike provided an update to the board on new staff members Sydnie Serrao (Box Office) and Taylor Bernard (F&B). Mike also provided an update for hiring operations and events positions. The board provided great feedback on hiring/staffing challenges in the market.
- Mike reported challenges in transitioning financials from VenuWorks to Spectra. The board expressed concern as this was a main selling point to hire Spectra. Mike also reported challenges with aging equipment, but reported on a plan to replace a scrubber, upgrade the audio system, and fix roof issues in 2022. Mike also reported challenges with current sponsors. The board gave direction on how to approach and handle this situation.
- Mike reported on main wins for the month which included a record setting PRCA Rodeo, Spectra's visibility in the market, part-time hiring campaigns, and new sponsorship deals. Kristina reported on the Swiftel Center's involvement at the 2021 Hitch Wedding Show.
- Mike reported on current events and upcoming events. Mike also reported on future booking opportunities and challenges.
- Mike reported on transition of old staff, incoming new staff, challenges, wins, 2021 events, and prospecting new events.
- Next meeting is tentatively scheduled for Friday January 21, 2022
- Jeff adjourned the meeting.