

# **BEMIDJI SANFORD CENTER ADVISORY BOARD MEETING AGENDA**

Wednesday, May 28, 2025

**City Hall - Conference Room  
317 4th Street NW  
7:00 AM**



- 1) CALL MEETING TO ORDER**
- 2) APPROVAL OF AGENDA**
- 3) APPROVAL OF MINUTES**
  - a) February 26, 2025  
April 23, 2025
- 4) FINANCIAL STATEMENTS**
  - b) March 2025 Financial Statements
- 5) BOARD WORK SESSION DISCUSSION**
- 6) SUBCOMMITTEE REPORTS**
- 7) GENERAL MANAGER REPORT**
- 8) ADJOURN**

## Sanford Center Advisory Board

### Meeting Minutes

**Date:** Feb 26, 2025

**Time:** 7:00 AM

**Location:** Sanford Center

#### **Committee – (BOLD = Present )**

**Andra Vaughn, Jorge Prince, Eric Tweten, Britt Lauritsen, Brady Laudon, Audrey, Thayer, Tracy Pogue, Kayla Winkler, Rich Spiczka, Donna Coe**

### 1. Call to Order

- Meeting called to order at 7:00 AM by Mayor Jorge Prince.

### 2. Approval of Agenda

- **Motion by:** Audrey
- **Seconded by:** Britt
- **Decision:** Motion carried

### 3. Approval of Minutes

- **Date of Previous Meeting:** January 22, 2024
- **Motion by:** Britt
- **Seconded by:** Steve
- **Decision:** Motion carried

### 4. December Financial Statements

- **Presenter:** General Manager
- Financial statements were reviewed and discussed.

## 5. Officer Elections

- **Elected Positions:**
  - Chair: Jorge Prince
  - Vice Chair: Audra Vaughn
  - Secretary: Tracy Pogue
- **Motion by:** Brady
- **Seconded by:** Britt
- **Decision:** Motion carried

## 6. Subcommittee Updates

### *Finance*

- Search for a Director of Finance is ongoing (salary range: \$80K–\$90K annually).
- Finance operations are stable during the transition.

### *Operations*

- Ice Team is making significant progress and having a strong season.
- BYHA outreach efforts are positive, with smooth coordination.
- Boiler replacement needed; estimated cost: \$100K+.

### *Marketing*

- Bridal Show was successful for wedding venue opportunities.
- Women's Expo is upcoming.
- Burnout event is ongoing.
- Cocomelon (children's show) scheduled for October 18.

## 7. General Manager Report

- **Presenter:** Bobbie Anderson
- **Key Updates:**
  - Transition from hockey to flat floor setup in March.
  - Facility will be active with events on both sides.
  - **Upcoming Events:**
    - *Kings of Panfish* Ice Fishing Event in Bemidji – 140 participants.

- Employee appreciation event with Sanford Health in May 2025 – 4,500 attendees.
- Engaging with promoters to secure profitable events.
- Offering creative incentive packages (e.g., golf outings, guided fishing trips, vacation packages) to attract larger acts.
- Increased event participation from City staff.
- Rising food costs noted as a challenge.

## 8. Open Discussion

- Exploring possibilities for community underwriting to bring in larger artists.
- Growth opportunities in conferences and trade shows; consideration of a community task force.

## 9. Adjournment

- **Time:** 8:03 AM
- **Motion by:** Britt
- **Seconded by:** Kayla
- **Decision:** Motion carried

## Sanford Center Advisory Board Meeting Minutes

**Date:** April 23, 2025

**Time:** 7:00 AM

**Location:** City Hall - Conference Room, 317 4th Street NW

**Attendees:** Andra Vaughn, Jorge Prince, Eric Tweten, Britt Lauritsen, Brady Laudon, Audrey Thayer, Tracy Pogue, Kayla Winkler, Rich Spiczka, Donna Coe

**Absent** – Steve Johnson, Bobby Anderson

### 1. Call to Order

- **Time:** 7:00am
- **Called by:** Mayor Jorge Prince

### 2. Approval of Amended Agenda

- A motion was made to add an agenda item for a discussion on the performance and future mission of the committee. This item replaces subcommittee reports which had no updates.
- **Seconded by:** Audrey
- **Decision:** Approved

### 3. Approval of Minutes

- **Date of Previous Meeting:** February 26, 2025
  - **Edit spelling of Audra V in minutes**
  - **Attendance needs to be added**
- **Motion to approve minutes TABLED (put on May's Agenda)**
  - **Motion by:** AV
  - **Seconded by:** BL
  - **Decision:** Approved

### 4. Monthly Financials

- **Financials Reviewed:** January & February 2025 Financials
- **Discussion Points:** the financial report was reviewed by this committee

## 5. Subcommittee Reports – replaced- “Performance of this committee”

1. **Agenda Modification**: An item regarding the performance and future mission of the committee was added to the agenda, replacing subcommittee reports, due to the subcommittees not meeting.
2. **Reflection on Previous Year**: Members expressed concerns about the lack of progress and effectiveness in the previous year, suggesting that the committee lost momentum, particularly due to challenges faced by the Sanford Center.
3. **Control and Initiative**: There were discussions about the need for the committee to take more control over its functions and not solely defer to ASM (the management company). This included taking charge of committees, generating initiatives, and actively participating in meetings.
4. **Collaboration with Visit Bemidji**: Members emphasized the importance of more collaboration with Visit Bemidji to land conferences and events, suggesting that they should have a more significant role in driving initiatives rather than waiting for ASM to take the lead.
5. **Concerns about staffing and sales**: There were discussions about the need for a strategic sales approach at the Sanford Center. Members highlighted the promotion of the venue and the need for a dedicated sales representative.
6. **Financial Overview**: The financials showed a net income loss, with an estimate of \$190,000 projected loss for the year. Concerns were raised about staffing costs and the overall financial management of the center.
7. **Action Plan for Strategic Planning**: Members agreed on the necessity of developing a strategic plan for the Sanford Center, involving collaboration with various stakeholders, including the city council, to address ongoing issues and optimize operations.
8. **Future Workshops**: A proposal for a two-hour workshop meeting was agreed upon to discuss the committee's direction and objectives in detail, allowing for candid conversations without ASM staff present.
9. **Meeting Location**: It was decided to return to City Hall for future meetings to ensure proper access and support for the committee's activities.
10. **Final Thoughts**. Overall, the meeting focused on addressing past inefficiencies, enhancing collaboration, and establishing a clearer direction for the committee moving forward.

## Misc Notes

- World Juniors announcement received 40,000 views
- Another meeting to discuss Strategic Plan ideas to present to City Council
- A two-hour work session is something we need to discuss Strategic Plan ideas
- City Manager will send out Doodle Poll to all of us and retrieve data from ASM

## 6. General Manager Report – written report provided

## 7. Meeting Location

- **Discussion Points:** moving back to City Hall for all Sanford Center Advisory Board meetings

## 8. Adjournment

- **Time:** 8:03
- **Motion by:** Brady Laudon
- **Seconded by:** Eric Tweten
- **Decision:** Approved



# SANFORD CENTER



## Sanford Center

**FOR THE MONTH ENDING MARCH 2025**

**DISTRIBUTED April 25, 2025**

Prepared by: Amanda Slanovec  
Interim Director of Finance, The Sanford Center

*Distribution List:*

Felix Mussenden, EVP, ASM Global  
Jeffrey Wong, SVP Finance, ASM Global  
Dave Jolette, SVP, ASM Global  
Les Crooks, RVP, ASM Global  
Stephanie Dorsey, Regional Director of Finance  
Bobby Anderson, General Manager, The Sanford Center

**ASM GLOBAL ARENA MANAGEMENT - The Sanford Center**

The Sanford Center

Mar-25

Financial Statements

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## **ASM Global Management LLC**

### **The Sanford Center – Bemidji, Minnesota**

For the month of March 2025, we closed our book with a net loss of (\$125,848). This net loss put us \$71,430 behind budget for the month. The primary driver that put us behind budget for the month was a large concert budgeted that did not occur. Please note that this was accounted for in the prior month's forecast, and this month's results are \$8,775 ahead of what we had projected. Our indirect expenses are \$49,348 ahead of budget for the month. This can be attributed to necessity-based spending, utilities, and position vacancies. With this we remain ahead of budget \$30,641 for the year.

A recap of events for the month:

- Ice Rentals
- Ruby's Pantry
- Charps Annual Training
- Paradigm Meeting
- Northwest Indian Community Development Center Event
- Kings of Panfish Rules Meeting
- Shamrock Shuffle Event
- MN Director Association Meeting
- Driven Roadshow Event
- Bemidji Speedway Banquet
- League of MN Cities Workshop
- Bemidji Outdoor Sport Show
- Spring Sipper Event
- Bemidji Rotary Club Meetings
- Board Meetings
- Team Meals for Bemidji State Hockey

The current rolling forecast projects a net operating loss of (\$491,610) which is a slight improvement of \$2,963 ahead of budget. No major changes to the event calendar are anticipated at this time.

**Sanford Center  
Income Statement  
For the Month Ending March 31, 2025**

	Current Month Actual	Current Month Budget	Current Month Act vs Budget	Year to Date Actual	Year to Date Budget	Year to Date Act vs Budget	YTD Prior Year
<b>EVENT INCOME</b>							
<b>Direct Event Income</b>							
Rental Income	\$ 29,951	\$ 21,815	\$ 8,136	\$ 178,554	\$ 156,155	22,399	198,447
Service Revenue	20,915	184,670	(163,755)	216,058	419,041	(202,983)	229,354
Service Expenses	(18,632)	(144,241)	125,609	(117,766)	(306,573)	188,807	(188,531)
<b>Total Direct Event Income</b>	<b>32,234</b>	<b>62,244</b>	<b>(30,010)</b>	<b>276,846</b>	<b>268,623</b>	<b>8,223</b>	<b>239,270</b>
<b>Ancillary Income</b>							
F & B Concessions	8,792	20,425	(11,633)	82,695	129,382	(46,687)	163,550
F & B Catering	5,559	62,887	(57,328)	60,029	133,613	(73,584)	68,893
Novelty Sales	0	3,800	(3,800)	0	6,300	(6,300)	0
Promoter Share	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>14,351</b>	<b>87,112</b>	<b>(72,761)</b>	<b>142,724</b>	<b>269,295</b>	<b>(126,571)</b>	<b>232,443</b>
<b>Other Event Income</b>							
Ot Event Related	0	0	0	0	0	0	0
Suite Sales	0	4,000	(4,000)	24,356	23,352	1,004	16,444
Club Seat Tickets	0	0	0	1,421	2,533	(1,112)	3,797
Ticket Rebates	0	5,130	(5,130)	8,180	11,455	(3,275)	24,283
Facility Fees	0	6,840	(6,840)	45,923	37,110	8,813	36,827
<b>Total Other Event Income</b>	<b>0</b>	<b>15,970</b>	<b>(15,970)</b>	<b>79,880</b>	<b>74,450</b>	<b>5,430</b>	<b>81,351</b>
<b>Total Event Income</b>	<b>46,585</b>	<b>165,326</b>	<b>(118,741)</b>	<b>499,450</b>	<b>612,368</b>	<b>(112,918)</b>	<b>553,064</b>
<b>OTHER OPERATING INCOME</b>							
Luxury Suite Premiums	0	0	0	0	0	0	8,571
Suite Service Premium	0	0	0	0	0	0	0
Advertising & Sponsorship	28,485	32,006	(3,521)	73,571	96,018	(22,447)	52,862
Sanford Naming Rights	16,667	16,667	0	50,000	50,001	(1)	50,000
Coke Mktg Sponsorship	0	0	0	0	0	0	0
Ice Rental Revenue	0	0	0	0	0	0	0
Interest & Other Income	1,484	0	1,484	4,969	3	4,966	4,204
<b>Total Oth. Operating Income</b>	<b>46,636</b>	<b>48,673</b>	<b>(2,037)</b>	<b>128,540</b>	<b>146,022</b>	<b>(17,482)</b>	<b>115,637</b>
<b>Adjusted Gross Income</b>	<b>93,221</b>	<b>213,999</b>	<b>(120,778)</b>	<b>627,990</b>	<b>758,390</b>	<b>(130,400)</b>	<b>668,701</b>
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	93,306	114,096	(20,790)	286,801	342,288	(55,487)	257,473
Payroll Taxes & Benefits	23,037	38,877	(15,840)	91,782	116,631	(24,849)	81,261
Net Salaries and Benefits	116,343	152,973	(36,630)	378,583	458,919	(80,336)	338,734
Contracted Services	0	0	0	0	0	0	0
General and Administrative	16,888	21,560	(4,672)	48,275	65,030	(16,755)	66,769
Operating	14,587	13,510	1,077	44,534	40,530	4,004	42,438
Repairs & Maintenance	422	1,483	(1,061)	12,072	9,383	2,689	21,856
Operational Supplies	17,181	9,208	7,973	27,806	37,624	(9,818)	8,387
Insurance	4,018	13,374	(9,356)	15,746	40,122	(24,376)	20,616
Utilities	39,021	45,700	(6,679)	124,831	161,100	(36,269)	146,962
ASM Management Fees	10,609	10,609	0	31,827	31,827	0	30,900
Other Mgmt Fees	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
<b>Total Indirect Expenses</b>	<b>219,069</b>	<b>268,417</b>	<b>(49,348)</b>	<b>683,674</b>	<b>844,535</b>	<b>(160,861)</b>	<b>676,662</b>
<b>Net Income (Loss)</b>	<b>(\$ 125,848)</b>	<b>(\$ 54,418)</b>	<b>(\$ 71,430)</b>	<b>(\$ 55,684)</b>	<b>(\$ 86,145)</b>	<b>30,461</b>	<b>(7,961)</b>
<b>Non-Operating Income</b>							
<b>City of Bemidji Subsidy</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>175,000</b>
Property Insurance	(7,713)	0	(7,713)	(23,140)	0	(23,140)	0
<b>Adjusted Net Income (Loss)</b>	<b>(\$ 133,561)</b>	<b>(\$ 54,418)</b>	<b>(\$ 79,143)</b>	<b>(\$ 78,824)</b>	<b>(\$ 86,145)</b>	<b>7,321</b>	<b>167,039</b>

**Sanford Center  
Balance Sheet  
March 31, 2025**

**ASSETS**

**Current Assets**

Cash	\$	867,001	
Accounts Receivable		95,912	
Prepaid Assets		70,284	
Inventory		93,535	
Total Current Assets			1,126,732

**Fixed Assets**

Building		28,681	
Machinery & Equipment		49,088	
Acc. Depreciation		(51,856)	
Total Fixed Assets			25,913

**Other Assets**

Other Assets		0	
Deposits		0	
Total Other Assets			0

<b>Total Assets</b>		<b>\$ 1,152,645</b>	

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	331,467	
Accrued Expenses		53,385	
Deferred Income		209,856	
Advance Ticket Sales/Deposits		485,413	
Other Current Liabilities		0	
Total Current Liabilities			1,080,121

**Equity**

Net Funds Received		0	
Retained Earnings		146,640	
Net Income (Loss)		(74,116)	
Total Equity			72,524

<b>Total Liabilities &amp; Equity</b>		<b>\$ 1,152,645</b>	

The Sanford Center  
2025

Rolling Forecast

	Year to Date Actual Thru March	Projected April Thru Dec 2025	Rolling Forecast Fiscal YE Dec 2025	Budget Fiscal Year Ending 12/31/2025	Variance Positive / (Negative)	Percentage Change Increase (Decrease)	Prior Year Actual Fiscal YE 12/31/2024	Variance Positive / (Negative)	Percentage Change Increase (Decrease)
<b>Event Income</b>									
<b>Direct Event Income</b>									
Rental Income	178,555	339,659	518,214	541,183	(22,969)	-4.24%	522,224	(4,010)	-0.77%
Service Income	216,058	510,740	726,798	1,076,938	(350,140)	-32.51%	908,408	(181,610)	-19.99%
Service Expenses	(117,766)	(391,663)	(509,429)	(948,124)	438,695	-46.27%	(806,057)	296,628	-36.80%
<b>Total Direct Event Income</b>	<b>276,846</b>	<b>458,736</b>	<b>735,583</b>	<b>669,997</b>	<b>65,586</b>	<b>9.79%</b>	<b>624,575</b>	<b>111,008</b>	<b>17.77%</b>
<b>Ancillary Income</b>									
F & B Concessions	82,695	220,384	303,079	356,336	(53,257)	-14.95%	438,743	(135,664)	-30.92%
F & B Catering	60,029	500,362	560,391	797,794	(237,403)	-29.76%	279,329	281,062	100.62%
Novelty Sales	-	4,750	4,750	16,550	(11,800)	-71.30%	12,157	(7,407)	-60.93%
<b>Total Ancillary Income</b>	<b>142,724</b>	<b>725,496</b>	<b>868,220</b>	<b>1,170,680</b>	<b>(302,460)</b>	<b>-25.84%</b>	<b>730,229</b>	<b>137,991</b>	<b>18.90%</b>
<b>Other Event Income</b>									
Luxury Box Ticket Sales	24,356	3,500	27,856	7,500	20,356	271.41%	68,178	(40,322)	-59.14%
Club Seat Ticket Sales	1,421	-	1,421	-	1,421		12,241	(10,820)	-88.39%
Ticket Rebates (Per Event)	8,180	11,625	19,805	23,080	(3,275)	-14.19%	132,580	(112,775)	-85.06%
Facility Fees	45,923	64,167	110,090	101,277	8,813	8.70%	192,833	(82,743)	-42.91%
<b>Total Other Event Income</b>	<b>79,880</b>	<b>79,292</b>	<b>159,172</b>	<b>131,857</b>	<b>27,315</b>	<b>20.72%</b>	<b>405,832</b>	<b>(246,660)</b>	<b>-60.78%</b>
<b>Total Event Income</b>	<b>499,450</b>	<b>1,263,524</b>	<b>1,762,975</b>	<b>1,972,534</b>	<b>(209,559)</b>	<b>-10.62%</b>	<b>1,760,636</b>	<b>2,339</b>	<b>0.13%</b>
<b>Other Operating Income</b>	<b>128,540</b>	<b>469,499</b>	<b>598,039</b>	<b>637,403</b>	<b>(39,364)</b>	<b>-6.18%</b>	<b>490,830</b>	<b>107,209</b>	<b>21.84%</b>
<b>Adjusted Gross Income</b>	<b>627,990</b>	<b>1,733,023</b>	<b>2,361,014</b>	<b>2,609,937</b>	<b>(248,923)</b>	<b>-9.54%</b>	<b>2,251,466</b>	<b>109,548</b>	<b>4.87%</b>
<b>Operating Expenses</b>									
Employee Salaries and Wages	286,801	959,360	1,246,161	1,369,148	122,987	8.98%	1,144,135	(102,026)	-8.92%
Benefits	91,782	341,788	433,570	466,519	32,949	7.06%	371,020	(62,550)	-16.86%
Net Employee Wages and Benefits	378,583	1,301,148	1,679,731	1,835,667	155,936	8.49%	1,515,155	(164,576)	-10.86%
General and Administrative	48,275	197,580	245,855	262,610	16,755	6.38%	241,689	(4,166)	-1.72%
Operations	44,534	45,372	89,906	80,100	(9,806)	-12.24%	127,734	37,828	29.61%
Repair & Maintenance	12,072	40,250	52,322	55,434	3,113	5.61%	55,572	3,251	5.85%
Supplies	27,806	80,876	108,682	118,500	9,818	8.29%	49,064	(59,618)	-121.51%
Insurance	15,746	104,943	120,689	160,491	39,802	24.80%	60,996	(59,693)	-97.86%
Utilities	124,831	303,300	428,131	464,400	36,269	7.81%	436,513	8,382	1.92%
SMG Management Fees	31,827	95,481	127,308	127,308	-	0.00%	123,600	(3,708)	-3.00%
Less: Expenses Allocated	-	-	-	-	-		625	625	100.00%
<b>Total Operating Expenses</b>	<b>683,678</b>	<b>2,168,950</b>	<b>2,852,624</b>	<b>3,104,510</b>	<b>251,887</b>	<b>8.11%</b>	<b>2,610,948</b>	<b>(241,676)</b>	<b>-9.26%</b>
<b>Net Income (Loss) From Operations</b>	<b>(55,684)</b>	<b>(435,927)</b>	<b>(491,610)</b>	<b>(494,573)</b>	<b>2,963</b>	<b>-0.60%</b>	<b>(359,482)</b>	<b>(132,128)</b>	<b>36.76%</b>
<b>Other Income (Expenses)</b>	<b>(23,140)</b>	<b>(15,426)</b>	<b>(38,566)</b>	<b>-</b>	<b>38,566</b>		<b>-</b>	<b>38,566</b>	<b>#DIV/0!</b>
<b>Net Income After Other Income (Expenses)</b>	<b>(78,824)</b>	<b>(451,353)</b>	<b>(530,176)</b>	<b>(494,573)</b>	<b>41,529</b>	<b>-8.40%</b>	<b>(359,482)</b>	<b>(93,562)</b>	<b>26.03%</b>