

BEMIDJI SANFORD CENTER ADVISORY BOARD MEETING AGENDA

Wednesday, July 23, 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) June 25, 2025 Regular Meeting Minutes
July 11, 2025 Special Meeting Minutes
- 4) **INTRODUCTION OF JOHN DRUM (ASM GLOBAL)**
- 5) **MAY FINANCIAL STATEMENTS**
 - b) May Financial Statements
- 6) **SPECIAL MEETING FOLLOWUP**
 - c) Proposed By-Law Updates
 - d) Business Plan and Budget Dates
- 7) **GENERAL MANAGER REPORT**
- 8) **ADJOURN**

Sanford Center Advisory Board Meeting Minutes

Date: Wednesday, June 25, 2025

Time: 7:02 AM

Location: Bemidji City Hall

Chair: Mayor Jorge Prince

1. Call to Order

- Meeting was called to order at **7:02 AM** by Chair **Mayor Jorge Prince**.
-

2. Attendance & Quorum

Board Members Present:

- Jorge Prince
- Audrey Thayer
- Audra Vaughn
- Britt Lauritsen
- Tracy Pogue

Board Members Absent:

- Eric Tweten
- Brady Laudon
- Kayla Winkler
- Steve Johnson
- Donna Coe

Guests:

- Bobby Anderson – General Manager, Sanford Center
- Nate A. – Sanford Center Staff

Quorum: Achieved with 5 of 9 voting members present (excluding non-voting members).

3. Approval of Agenda

- **Motion to approve:** Audra Vaughn
 - **Second:** Britt Lauritsen
 - **Vote:** Unanimous approval
-

4. Approval of Meeting Minutes

February 26, 2025 Minutes

- Correction to name spelling noted by Audrey Thayer
- **Motion to approve with correction:** Audrey Thayer
- **Second:** Britt Lauritsen
- **Vote:** Unanimous approval

April 23, 2025 Minutes

- Informal discussion occurred due to lack of quorum
 - **Motion to approve summary:** Audrey Thayer
 - **Second:** Audra Vaughn
 - **Vote:** Unanimous approval
-

5. Financial Report

Presented by: Bobby Anderson, GM

- Revenues were under budget but balanced by effective cost control
 - March and April financials reviewed
 - Events performed in line with projections
 - **World Juniors** expected to significantly improve year-end revenue outlook
-

6. Board Work Session Planning

- Board discussed the need for a strategic work session to clarify mission and direction
 - Confusion during previous polling efforts led to lack of quorum at the last scheduled meeting
 - Tentative date selected: **Friday, July 11 at 7:00 AM**
 - **Rich Spiczka** will follow up with the full board to confirm attendance and finalize the date
 - An agenda will be created once the date is confirmed
-

7. Subcommittee Reports

Marketing Committee

- Members: Mark Ritchie, Kev Jackson, Lexi (Sanford Center), BSU Intern
- Guest invited: Brian Bissonette (absent)
- Key topics discussed:
 - Improving the Sanford Center's public image
 - Creating a comprehensive 5-year marketing strategy
 - Emphasizing revenue-generating convention bookings over large concerts
 - Strategies to increase BSU hockey attendance (e.g., family nights, dollar dogs)
 - Need for collaboration with **Visit Bemidji** to boost overnight stays and event traffic
 - Identified challenges: limited advertising budget (\$2,000) and lack of a standing marketing plan

Finance & Operations Committees

- **Finance Committee:** Inactive due to vacancy; promising Finance Director candidate identified
- **Operations Committee:** Has not met due to demands related to storm response

8. General Manager Report

Storm Response & Damage Summary

- Sanford Center activated as emergency shelter following regional storm event
- Damage included:
 - Major roof failure and water intrusion
 - Damaged terrazzo flooring, elevators, suites, BSU wing, and admin offices
 - Concourse and club-level areas affected
- Immediate mitigation (drying, sealing, repairs) helped limit long-term structural and financial damage
- Partnerships with vendors (ServPro, Sunbelt, Kraus-Anderson) were discussed as business's all trying to assist as best they can in these trying times post storm
- Insurance trust (League of MN Cities) is working closely with facility leadership on claims
- ASM's national reach and vendor leverage provided critical recovery resources

Operational Recovery

- Venue resumed hosting events (e.g., wedding booked for coming weekend)
- Repairs to continue through summer in phased approach
- Community use during crisis boosted public perception and demonstrated the facility's regional importance

Staff Recognition

- **Britt Lauritsen** shared appreciation from BSU Athletics
 - Reported that Associate AD Tom Serratore commended Bobby Anderson and his team for their fast, effective response during the crisis
 - Staff credited for preserving key BSU hockey areas and showing outstanding commitment under pressure
-

9. Strategic Discussion

- Explored opportunities to pursue bonding or state support for infrastructure improvements:
 - Emergency generator capacity
 - Roof reinforcement
 - Storm shelter certification
 - Emphasis on formalizing collaboration with **Visit Bemidji** to align tourism and event goals
 - Agreed that major events improve image, but convention business is the financial foundation
 - Discussion supported holding regular joint meetings with tourism stakeholders
-

10. Adjournment

- **Motion to adjourn:** Audrey Thayer
 - **Second:** Audra Vaughn
 - **Vote:** Unanimous approval
 - Meeting adjourned at approximately **8:50 AM**
-

Minutes prepared by: Tracy Pogue

Sanford Center Advisory Board Meeting – July 11, 2025:

Meeting Minutes Summary

Opening & Housekeeping

- Meeting called to order at 7:00 a.m.
 - Attendance confirmed; Winkler, Prince, Johnson, Pogue, Thayer, Tweten, Laudon, Vaughn, Lauritsen, Spiczka
 - Absent: Donna Coe, Bobby Anderson
-

1. Review of Bylaws

- Reviewed **Section B** (Purpose) and **Section G** (Responsibilities).
- Discussion revealed:
 - Board has not consistently reviewed the **annual business plan** or **budget**, despite being charged with it.
 - Board has not consistently advised Sanford Center management or City Council on operational matters.

Action Items:

- Realign board responsibilities with bylaws or propose amendments.
 - Ensure clarity on which responsibilities the board actively owns vs. defers.
-

2. Committee Structure & Effectiveness

- Current ad hoc committees (Finance, Marketing, Operations) are underperforming.
- **Finance Committee** hasn't met in 9+ months; unclear membership.
- Missed/canceled meetings and ineffective communication cited.

Agreed Changes:

- Transition Finance, Marketing, and Operations into **standing committees**.
- Committees to meet **monthly**, unless otherwise adjusted by consensus.
- Each committee should be **co-chaired** by one board member and one staff member.
- Committee activity and outcomes to be reported back monthly to the full board.

3. Meeting Flow & Efficiency

- Concerns about **General Manager report** taking up most of meeting time.
- Board unable to sufficiently discuss subcommittee items due to time constraints.

Action Items:

- Require **written GM reports** submitted with board packet at least 3 days prior.
- Standardize **agenda format** to include:
 - Committee reports
 - Strategic discussion
 - GM Q&A, not full report

4. Business Plan & Budget Timeline

- Recognition that board has not received or reviewed business plan annually.
- Discussion that ASM is contractually obligated to deliver it.

Action Items:

- Add **October 1st deadline** to bylaws for annual business plan & budget.
- Finance Committee to begin review in advance of full board meeting.
- Clarify council's role in final approval vs. board's advisory input.

5. Communication & Social Media Oversight

- Missed emails and canceled meetings without alternatives frustrated members.
- Need to keep BSU more informed as SC primary tenant.
- Examples shared of **inappropriate social media content**, including:
 - Music choices with inappropriate language
 - Misleading or poorly worded posts

Action Items:

- Improve email communication and timely notice of meetings
- Implement **vetting protocol** for marketing content.
- Encourage constructive feedback loops (positive and negative).

6. Sanford Center Storm Damage Update

- Significant storm damage across Sanford Center, including:
 - Arena roof compromised, temporary roof in place.
 - Water damage in multiple areas (terrazzo flooring, drywall).
- **League of MN Cities Trust** sent Clerk of Works to oversee repairs.

Concerns Raised

- Uncertainty about timelines, costs, and facility readiness for events.

Action Items:

- Request full damage assessment + budget exposure.
- Ensure timely and transparent updates to board and community.

7. Motions Made

- A motion was made to approve the meeting agenda as presented by Vaughn
- The motion was seconded Johnson
- The motion was approved unanimously.

- A motion was made to adjourn at 9am by Vaughn
- The motion was seconded Thayer
- The motion was approved unanimously.



SANFORD CENTER



Sanford Center

FOR THE MONTH ENDING MAY 31, 2025

DISTRIBUTED June 18, 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
Leonard Bonacci, SVP, ASM Global
John Drum, 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

May-25

Financial Statements

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ASM Global Management LLC

The Sanford Center – Bemidji, Minnesota

For the month of May 2025, the Sanford Center was full of meaningful celebratory events. We proudly hosted BSU/NTC commencement, Bemidji High School Graduation, the Northern MN Women's Expo, and much more. This month's activity concluded the Sanford Center closing its book with a net operating loss of (\$88,284). This result is (\$33,934) behind budget for the month. The rolling forecast projected May's net loss to be (\$115,450), showing that May's net loss was \$27,166 better than anticipated. The indirect expenses are \$44,037 under budget for the month; necessity-based spending, utilities, and position vacancies continue to offset the budgeted shortfall in adjusted gross income. With this, the Sanford Center's net operating profit/loss is (\$19,642) behind budget year to date. As we enter the summer months, we are excited to host upcoming events including the Knights of Columbus Walleye Classic, Sanford Health's Pour for a Purpose, Ruby's Pantry, Babe's Burnout Car Show, and many private events.

A recap of events for the month of May:

- MN Association of Townships Meeting
- Bemidji High School Prom
- Sanford Health's National Hospital Week Event
- Sanford Health's Nurses Week Award Ceremony
- BSU/NTC Commencement
- Northern MN Women's Expo
- MMIW218 Honoring Event
- Rotary Club of Bemidji Meetings
- Sanford Health's Doc Talk
- Paul Bunyan Communications Annual Meeting
- Ruby's Pantry
- Bemidji High School Graduation
- Northwoods Caregivers Alzheimer's Awareness Walk

The current rolling forecast projects a net operating loss of (\$464,631), which is an improvement of \$26,881 over last month's forecast. This is due to lower than anticipated May actuals. No major changes to the event calendar are anticipated at this time.

**Sanford Center
Income Statement
For the Five Months Ending May 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
EVENT INCOME							
Direct Event Income							
Rental Income	\$ 29,216	\$ 46,725	(\$ 17,509)	\$ 242,505	\$ 245,850	(3,345)	276,507
Service Revenue	69,635	99,156	(29,521)	385,793	683,748	(297,955)	406,354
Service Expenses	(56,840)	(72,494)	15,654	(217,935)	(468,659)	250,724	(313,280)
Total Direct Event Inc	42,011	73,387	(31,376)	410,363	460,939	(50,576)	369,581
Ancillary Income							
F & B Concessions	4,682	5,317	(635)	98,547	148,942	(50,395)	194,147
F & B Catering	19,332	53,358	(34,026)	167,803	295,462	(127,659)	145,308
Novelty Sales	0	0	0	0	6,300	(6,300)	1,855
Promoter Share	0	0	0	0	0	0	0
Total Ancillary Income	24,014	58,675	(34,661)	266,350	450,704	(184,354)	341,310
Other Event Income							
Suite Sales	0	500	(500)	24,356	24,352	4	16,444
Club Seat Tickets	0	0	0	1,421	2,533	(1,112)	3,797
Ticket Rebates	5	0	5	8,185	13,480	(5,295)	32,049
Facility Fees	0	4,030	(4,030)	45,923	43,840	2,083	42,678
Total Other Event Inc	5	4,530	(4,525)	79,885	84,205	(4,320)	94,968
Total Event Income	66,030	136,592	(70,562)	756,598	995,848	(239,250)	805,859
OTHER OPERATING INCOME							
Luxury Suite Premiums	0	0	0	0	0	0	8,571
Suite Service Premium	0	0	0	0	0	0	2,128
Advertising & Sponsors	23,481	32,006	(8,525)	120,694	160,030	(39,336)	84,802
Sanford Naming Rights	16,667	16,667	0	83,333	83,335	(2)	83,333
Coke Mktg Sponsorship	0	0	0	0	0	0	1,500
Ice Rental Revenue	0	0	0	0	0	0	0
Interest & Other Income	1,118	2	1,116	7,676	4	7,672	6,528
Total Oth. Operating I	41,266	48,675	(7,409)	211,703	243,369	(31,666)	186,862
Adjusted Gross Income	107,296	185,267	(77,971)	968,301	1,239,217	(270,916)	992,721
INDIRECT EXPENSES							
Salaries & Wages	104,888	114,096	(9,208)	493,856	570,480	(76,624)	456,837
Payroll Taxes & Benefit	24,580	38,877	(14,297)	142,047	194,385	(52,338)	143,188
Net Salaries and Benefit	129,468	152,973	(23,505)	635,903	764,865	(128,962)	600,025
Contracted Services	0	0	0	0	0	0	0
General and Administra	16,664	21,560	(4,896)	77,987	108,500	(30,513)	99,657
Operating	10,487	5,110	5,377	61,235	50,750	10,485	55,970
Repairs & Maintenance	200	2,583	(2,383)	15,007	15,882	(875)	28,823
Operational Supplies	2,916	8,208	(5,292)	39,801	54,040	(14,239)	18,454
Insurance	4,018	13,374	(9,356)	23,782	66,870	(43,088)	31,464
Utilities	21,218	25,200	(3,982)	173,918	218,000	(44,082)	205,918
ASM Management Fees	10,609	10,609	0	53,045	53,045	0	51,500
Other Mgmt Fees	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0
Total Indirect Expense	195,580	239,617	(44,037)	1,080,678	1,331,952	(251,274)	1,091,811
Net Income (Loss)	(\$ 88,284)	(\$ 54,350)	(\$ 33,934)	(\$ 112,377)	(\$ 92,735)	(19,642)	(99,090)
Non-Operating Income							
City of Bemidji Subsid	0	0	0	0	0	0	350,000
Property Insurance	(7,713)	0	(7,713)	(38,566)	0	(38,566)	0
Adjusted Net Income	(\$ 95,997)	(\$ 54,350)	(\$ 41,647)	(\$ 150,943)	(\$ 92,735)	(58,208)	250,910

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

ASSETS

Current Assets

Cash	\$	639,918	
Accounts Receivable		153,351	
Prepaid Assets		45,917	
Inventory		79,769	
Total Current Assets			918,955

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

Total Assets		\$ 944,868	

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	104,687	
Accrued Expenses		91,458	
Deferred Income		248,942	
Advance Ticket Sales/Deposits		504,082	
Other Current Liabilities		0	
Total Current Liabilities			949,169

Equity

Net Funds Received		0	
Retained Earnings		146,640	
Net Income (Loss)		(150,941)	
Total Equity			(4,301)

Total Liabilities & Equity		\$ 944,868	

The Sanford Center
2025

Rolling Forecast

	Year to Date Actual Thru May	Projected June 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)
Event Income									
Direct Event Income									
Rental Income	242,506	413,449	655,955	541,183	114,772	21.21%	522,224	133,731	25.61%
Service Income	385,795	318,380	704,175	1,076,938	(372,763)	-34.61%	908,408	(204,233)	-22.48%
Service Expenses	(217,937)	(257,101)	(475,038)	(948,124)	473,086	-49.90%	(806,057)	331,019	-41.07%
Total Direct Event Income	410,363	474,728	885,092	669,997	215,095	32.10%	624,575	260,517	41.71%
Ancillary Income									
F & B Concessions	98,545	202,016	300,561	356,336	(55,775)	-15.65%	438,743	(138,182)	-31.49%
F & B Catering	167,805	326,321	494,126	797,794	(303,668)	-38.06%	279,329	214,797	76.90%
Novelty Sales	-	4,750	4,750	16,550	(11,800)	-71.30%	12,157	(7,407)	-60.93%
Total Ancillary Income	266,350	533,087	799,437	1,170,680	(371,243)	-31.71%	730,229	69,208	9.48%
Other Event Income									
Luxury Box Ticket Sales	24,356	2,500	26,856	7,500	19,356	258.08%	68,178	(41,322)	-60.61%
Club Seat Ticket Sales	1,421	-	1,421	-	1,421		12,241	(10,820)	-88.39%
Ticket Rebates (Per Event)	8,185	9,600	17,785	23,080	(5,295)	-22.94%	132,580	(114,795)	-86.59%
Facility Fees	45,923	57,437	103,360	101,277	2,083	2.06%	192,833	(89,473)	-46.40%
Total Other Event Income	79,885	69,537	149,422	131,857	17,565	13.32%	405,832	(256,410)	-63.18%
Total Event Income	756,598	1,077,352	1,833,951	1,972,534	(138,583)	-7.03%	1,760,636	73,315	4.16%
Other Operating Income	211,702	329,153	540,855	637,403	(96,548)	-15.15%	490,830	50,025	10.19%
Adjusted Gross Income	968,300	1,406,505	2,374,806	2,609,937	(235,131)	-9.01%	2,251,466	123,340	5.48%
Operating Expenses									
Employee Salaries and Wages	493,855	786,668	1,280,523	1,369,148	88,625	6.47%	1,144,135	(136,388)	-11.92%
Benefits	142,046	270,334	412,380	466,519	54,139	11.60%	371,020	(41,360)	-11.15%
Net Employee Wages and Benefits	635,901	1,057,002	1,692,903	1,835,667	142,764	7.78%	1,515,155	(177,748)	-11.73%
General and Administrative	77,987	154,110	232,097	262,610	30,513	11.62%	241,689	9,592	3.97%
Operations	61,236	39,020	100,256	80,100	(20,156)	-25.16%	127,734	27,478	21.51%
Repair & Maintenance	15,008	29,882	44,890	55,434	10,544	19.02%	55,572	10,682	19.22%
Supplies	39,802	64,460	104,262	118,500	14,238	12.02%	49,064	(55,198)	-112.50%
Insurance	23,782	93,621	117,403	160,491	43,088	26.85%	60,996	(56,407)	-92.48%
Utilities	173,918	246,400	420,318	464,400	44,082	9.49%	436,513	16,195	3.71%
SMG Management Fees	53,045	74,263	127,308	127,308	-	0.00%	123,600	(3,708)	-3.00%
Less: Expenses Allocated	-	-	-	-	-		625	625	100.00%
Total Operating Expenses	1,080,683	1,758,758	2,839,437	3,104,510	265,073	8.54%	2,610,948	(228,489)	-8.75%
Net Income (Loss) From Operations	(112,379)	(352,253)	(464,631)	(494,573)	29,942	-6.05%	(359,482)	(105,149)	29.25%
Other Income (Expenses)	(38,566)	-	(38,566)	-	38,566		-	38,566	#DIV/0!
Net Income After Other Income (Expenses)	(150,945)	(352,253)	(503,197)	(494,573)	68,508	-13.85%	(359,482)	(66,583)	18.52%