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

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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.

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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.

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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

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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.

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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).

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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.

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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.