

Sanford Center Advisory Board Meeting – August 27, 2025:

Meeting Minutes Summary

Call to Order

- Meeting called to order at 7:00 a.m.
 - Attendance confirmed; Winkler, Prince, Johnson, Pogue, Thayer, Vaughn, Lauritsen, Spiczka, Coe, Anderson
 - Absent: Laudon
 - Non-Voting by Phone: Tweten
 - Others: Travis Johnson
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Approval of Agenda

- Motion: Approve agenda as presented – Made by: Britt Lauritsen | Seconded by: Steve Johnson | Outcome: Carried unanimously.

Approval of Minutes

- Motion: Approve June 25 & July 11 minutes – Made by: [Unidentified] | Seconded by: Andra Vaughn | Outcome: Carried unanimously.

Financial Reports (May & June 2025)

- Introduction: Travis Johnson introduced as new Director of Finance (background in accounting, logistics, and community service).
- Highlights: Rolling forecast ~\$464–466K; AGI lower than budget, but expenses reduced proportionately; City's \$350,000 subsidy received in June (one lump sum); June placeholder concert did not materialize.
- Discussion: Debate on budgeting only booked events vs. projecting with placeholders; consensus for accuracy & transparency while using weighted probabilities; suggestion to include scorecard with confirmed/pending events; Trevor proposed best-/worst-/baseline forecasts internally but only one official budget externally.
- Next Step: Budget submission due Oct. 1; staff and city finance team to finalize and bring back to board.

Bylaw Discussion & Governance

- Proposed Changes: Convert ad hoc committees (Operations, Marketing, Finance) into standing committees; each co-chaired by a board member & Sanford staff; quarterly meetings; regular reports at board sessions.
- Concerns: Past committees were chaotic with weak communication; cannot conflict with ASM contract; unclear role of community members.
- Consensus: Staff to draft redlined bylaw language for Sept. meeting; clarify co-chair model, reporting, and compliance. Business plan/budget deadlines already in city contract – will not be added.
- Action: No motion taken; draft to be returned in Sept.

Subcommittee Reports

- Operations & Finance: No recent meetings.
- Marketing: Focus on large conferences/meetings; leveraged Independent Bankers Conference; brainstormed local experience add-ons (fishing, golf, family activities); BSU hockey promotions (low-cost tickets, free popcorn, entertainment); pursuing Ticketmaster email lists; agreed to meet monthly for now.

Executive Director's Report (Written + Q&A)

- Event Highlight: Coalition of Greater Minnesota Cities conference successful despite storm damage.
- Storm Recovery: Roof repairs early; suites now priority; bids underway.
- Suite Holders: Concerns over readiness & compensation; unauthorized email created confusion; compensation possible via insurance; goal to have suites usable by Oct. 1–6 (pending bids & approvals).

Adjournment

- Motion: Adjourn – Made by: Audrey Thayer | Seconded by: Britt Lauritsen | Outcome: Carried unanimously.
- Adjourned ~8:00 a.m.

Action Items:

- Staff draft redlined bylaw amendments (Sept. meeting).

- Add scorecard with event-weighted projections to financial reports.
- Standardize meeting notifications and agenda distribution.
- Provide concrete suite readiness timeline and communication plan after bids.
- Marketing Committee follow up on Independent Bankers Conference leads and expand outreach tools.