

Sanford Center Advisory Board Meeting – October 22, 2025:

Sanford Center Advisory Board — Meeting Minutes

Date: October 22, 2025

Time: 7:00 AM

Location: City Hall – Conference Room, 317 4th Street NW, Bemidji, MN

Recorder: Tracy Pogue

Attending Members

Mayor Jorge Prince (Chair)

Audrey Thayer

Tracy Pogue

Steve Johnson

Brady Laudon

Eric Tweten

Britt Lauritsen

Absent

Andra Vaughn

Kayla Winkler

Guests and Staff

Trevor Johnson – Director of Finance @ Sanford Center

Donna Coe – City Finance Director

John Drum – Legends Global (remote only)

Rich Spiczka – City Manager

1) Call Meeting to Order

Chair Prince called the meeting to order at 7:00 AM. A quorum was present.

2) Approval of Agenda

Motion by Laudon to approve the agenda as presented.

Second by Johnson.

Motion carried unanimously.

3) Approval of Minutes

Motion by Laudon to approve the September 24, 2025 minutes.

Second by Johnson.

Motion carried unanimously.

4) Monthly Financials

Presented by Trevor Johnson, Director of Finance

Highlights

- August 2025 net operating loss was \$105,271, slightly behind budget by \$1,098.
- Year-to-date loss was \$485,713, a negative variance of \$138,042.
- Rolling forecast projects a fiscal year 2025 loss of \$462,393, which is \$32,180 ahead of budget.
- Private event catering and summer event activity performed better than expected.
- Notable August events included Ojibwe Forest Rally, Rotary Club meetings, and private community functions.
- Upcoming events include BSU Women's Hockey, MercyMe concert, The Princess Bride, World Juniors, and Harlem Globetrotters.

Discussion and Notes

- Chair Prince emphasized the need for strong performance in the remaining four months to meet forecast goals.
- Staff reported approximately \$50,000 in storm reimbursement through the League of Minnesota Cities, with additional reimbursement expected.
- Energy costs remain elevated, running \$35,000–\$40,000 per month. The city is pursuing a solar initiative grant, with Sanford Center identified as one installation site.

Action Items

1. Trevor Johnson will finalize the storm reimbursement entries for fiscal year 2025.
2. City Finance will align insurance receivables and deferred revenue entries.
3. Continue monitoring utility expenses and solar project implementation impacts.

5) Bylaws Update

- Chair Prince confirmed City Council approval of the revised bylaws. Three standing committees—Finance, Marketing, and Operations are now formalized and required to meet quarterly.
- Citizen recruitment is underway, especially for the Finance Committee. All appointments require completion of the official City application.

6) Subcommittee Reports

Finance Committee

- Recent meeting held with Spiczka, Coe, and BSU representative Chrissy Fenner.
- Additional citizen members are needed. Potential recruits include HRDC and local business leaders.
- Committee will coordinate with City staff for member applications.

Marketing Committee

- Marketing plan is in progress with completion targeted for January 2026. Future plans will align with annual budget cycles.
- MercyMe concert recap: 2,614 scanned tickets plus suite attendance. Over 35,000 social media views and strong community feedback.
- Focus areas include regional promotion, partnerships with Visit Bemidji, and marketing for the upcoming World Juniors tournament once match details are released.

Operations Committee

- Committee formation is in progress.
- Purpose includes facility operations understanding, capital planning, and maintenance oversight.
- John Drum will schedule the first meeting before Thanksgiving and identify member profiles for recruitment.
- Johnson and Pogue are possibly interested to serve on this future committee.

7) General Manager Report

Presented by John Drum, Legends Global

Organizational and Staffing

- ASM Global and Legends have merged under the name Legends Global.
- Sanford Center branding will remain primary; uniforms and signage will not change.
- General Manager Bobby Anderson is on planned medical leave. Drum and the on-site leadership team are managing daily operations.

Facility and Events

- All suite-level storm remediation is complete and available for use.
- Future CIP proposal will include funding for suites 16–25.
- Upcoming events include Rock and Roll Christmas, World Juniors, and Harlem Globetrotters.
- Princess Bride ticket sales remain slower than expected but the event will proceed. (~600)
- World Juniors tournament details and ticket sales will be announced soon.

Operations and Facility Temperature

- Reports of colder conditions during the MercyMe concert were discussed.

Contributing factors included rapid event turnaround, outside air draw, and boiler load.

- Adjustments will be made for future events to maintain better temperature balance.

Financial Note

- Rolling forecast remains a projected \$462,393 loss, \$32,000 ahead of budget.
- Sales efforts continue for private events and holiday parties.

8) Adjourn

Motion by Johnson to adjourn.

Second by Thayer.

Motion carried unanimously.

Meeting adjourned at 8:57 AM.

Action Items Summary

1. Trevor Johnson to finalize storm reimbursement accounting for fiscal year 2025.
2. City Finance to record insurance and deferred revenue appropriately.
3. John Drum to schedule Operations Committee meeting before Thanksgiving.
4. Continue recruiting citizen members for Finance and Operations Committees.
5. Marketing Committee to finalize 2026 plan by January and shift to quarterly meetings.