

Advisory Board Meeting Minutes
Wednesday, May 29, 2019 @ Noon
Conference Room

Present: Kyleigh Cramer, Jeff Holm, Rod Schaefer; Erick Rangel, City of Brookings CFO, Jake Meshke, City of Brookings Assistant to City Manager; Tom Richter, Swiftel Center Executive Director, Jeremy Linstad, Swiftel Center Associate Executive Director, Matt Chapman, Swiftel Center Director of Food & Beverage, Kristina Lankow, Swiftel Center Sales & Marketing Manager.

Agenda Discussions:

- Tom provided a few prior meeting notes. Tim Peters is no longer on the board. Jennifer Johnson has accepted the City Appointment so will be on our board again. The CVB replacement will be announced soon.
- Jeff called the meeting to order.
- The March 28, 2019 minutes were approved.
- April financials were presented.
- Tom presented the 1st quarter event and attendance summary.
- Kristina showed the arena videos that have been done. They will be used on our website and shared with promoters.
- Matt mentioned that the VIP bar at the SDSU Rodeo went well and will be continued. He is currently working on the new catering menu. Both the Uncle Sam Jam and Wing & Brew Festival will both be inside this year.
- Jeremy reported that we received a weeklong training on our new software system Ungerboeck. We will be fully active July 1st. He is reviewing group purchasing to see if there are any cost-effective changes we can make. We have switched hand towels with new dispensers that will save \$2000 a year. As well as ordering the lawn fertilizer through Park & Rec.
- Tom visited Nashville for promoter and agent visits – APA, WME, CAA, Paradigm, Live Nation and AEG. We have hired a new Event Coordinator – Jenna Heilman. He discussed the strategic presentation for the City Council Retreat.
- Jeff adjourned the meeting.
- Next meeting Wednesday July 31, 2019 at NOON.