



**Regular Meeting of the
Multipurpose Facility Advisory Commission
Held at Furniture and Things Community Event Center
Monday, February 10, 2025**

Members Present: Chair Mike Westgaard, Vice Chair Jeb Kotzian, Commissioners Kara Walker and Mike Beyer.

Members Absent: Commissioners Mike Cunningham and Jim Hecker

Staff Present: Assistant City Administrator/Business Services Director Joe Stremcha, Community Event Center Manager Katie Harstad, Assistant Manager Jen Katke, Sr. Communications Coordinator Starr Sorheim, Administrative Assistant Laura Estby

Public Present: None

OATH OF OFFICE ADMINISTERED TO COMMISSIONER BEYER PRIOR TO MEETING START.

1. Call Meeting to Order

The February 10, 2025, meeting of the Multipurpose Facility Advisory Commission was called to order by Chair Westgaard at 6:37 p.m.

2. Consider Agenda

Motion by Commissioner Beyer and seconded by Commissioner Walker to approve the February 10, 2025, Multipurpose Facility Advisory Commission agenda as presented. Motion carried 4-0.

3.1. December 9, 2024, Minutes

Motion by Vice Chair Kotzian and seconded by Commissioner Walker to approve the December 9, 2024, minutes as presented. Motion carried 4-0.

4. Open Forum

No one present.

5.1 FT Center Wayfinding

Ms. Sorheim presented three stylistic options for feedback.

Chair Westgaard felt Option one was too plain but liked the use of uniform dark colors behind the arrows to help with visibility as the facility currently has white on white. He felt the main lobby directional arrows as shown were too small to be seen if the lobby was full of guests. He didn't have a preference about the font used. He also liked the flag shaped graphic for the locker room doors, and the ELK RIVER mural design with colors that matched the rest of the directional graphics (grays, blacks and reds).

Commissioner Walker also liked the flag shape for locker room signs, as well as the concessions signage going up the stairs, and asked if the building's user groups would be able to use the new sign frames for their events as well.

Ms. Sorheim replied the sandwich board signs currently in house can be used by user groups.

Ms. Harstad added they are discussing the possibility of having a community board on the wall outside the manager's office.

Commissioner Beyer liked option one and didn't have a preference on fonts. He liked the arrows with a red background, having the concession signs directly on the glass portion of the steps and is open about frame styles. He added if the ELK RIVER lettered mural is used, staff should paint the wall behind it so it stands out more. He asked staff what their opinion was.

Ms. Harstad said everyone liked option one, adding she has received feedback from facility users the building doesn't "scream Elk River" when entered, and that the building should identify more with the community.

Ms. Sorheim added the City's communications department also liked option one, and if the ELK RIVER lettered mural is chosen, it is only \$40 to replace a letter if they are damaged.

Mr. Stremcha wanted to highlight more Elk River events in the background of the mural.

Chair Westgaard noted the commission isn't being asked to take action, just discuss the options for this meeting. He asked Ms. Sorheim to take the feedback and come back to the April meeting with more concrete plans to vote on.

6.1. Financial Report

Mr. Stremcha presented the report, adding the year-end report should be done for the April meeting and delays in payments are reflecting more of a deficit to 2024 than we will ultimately have. In addition, there was \$70,000 in severance payments in 2024, and summer programming that was budgeted revenue that didn't take place. For summer 2025 staff is pivoting from expanding current leagues to include summer, to a new league for high school aged players.

Commissioner Beyer inquired about the FT Center being in a deficit for 2024, which Mr. Stremcha confirms.

6.2. Manager's Report

Ms. Harstad presented the report, noting she reached out to Mike Cunningham about attending commission meetings again.

Commissioner Beyer inquires about an alternate District Rep as they should be taking part in decision making, adding he will reach out as well. He also asked about the advertising revenue potential for the facility, with what is currently available?

Ms. Sorheim replied \$100,000.

Vice Chair Kotzian asked about GoFans for selling section game tickets, because a lot of the guests attending will be familiar with it, as well as the possibility of the FT Center hosting the State Bantam tournament.

Ms. Harstad replied she had researched GoFans, however it is only for schools.

Mr. Stremcha added we are hoping for opportunities with State Tournaments in the future, but we are working on building bridges with the district.

7.1. FT Center Concessions Rebrand

Ms. Harstad presented the report.

Motion by Commissioner Beyer and seconded by Vice Chair Kotzian to approve changing the verbiage of the upstairs foodservice area from “concessions” to “café”. Motion passes 4-0.

8.1. FT Center Monument Sign

Ms. Harstad and Mr. Stremcha presented the report, noting the discussions are ongoing with the district, and staff is currently researching other options.

Commissioner Beyer was not in favor of having digital signage on the FT Center building itself.

Ms. Sorheim left at 8:15 p.m.

8.2. Fieldhouse Renovation

Ms. Harstad presented the report.

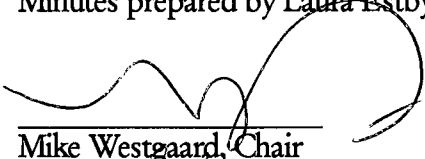
Vice Chair Kotzian noted Rogers was able to get funding from a combination of sources to add a third sheet to their arena, including the district, hockey association, and the High School Booster Clubs, adding part of the reason the fieldhouse was left with class 5 under the turf was to keep the option open of another sheet of ice. He added if the entire fieldhouse is going to have a concrete base, piping should be put underneath first.

9. Motion to Adjourn

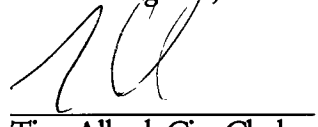
Motion by Commissioner Walker and seconded by Vice Chair Kotzian to adjourn the meeting of the Multipurpose Facility Advisory Commission. Motion carried 4-0.

The meeting was adjourned at 8:42 p.m.

Minutes prepared by ~~Laura Estby.~~



Mike Westgaard, Chair



Tina Allard, City Clerk