



Multipurpose Facility Advisory Commission

Regular Meeting Agenda

Monday, April 7, 2025
7:30 PM or immediately following
City Council worksession
City Hall Uppertown Conference
Room

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1. CALL MEETING TO ORDER
 2. CONSIDER AGENDA
 3. CONSIDER MINUTES
 - 3.1 February 10, 2025 Minutes
 4. OPEN FORUM

An opportunity to provide comments and feedback regarding items not on the agenda. Information provided in Open Forum will not be discussed at this meeting; rather, the information will be referred to staff and/or scheduled for discussion at a future meeting.
 5. PRESENTATIONS
 6. REPORTS
 - 6.1 Financial Report
 - 6.2 Manager's Report
 7. NEW BUSINESS
 8. OLD BUSINESS
 - 8.1 FT Center Wayfinding
 9. MOTION TO ADJOURN REGULAR MEETING



**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





Request for Action

To
Multipurpose Facility Advisory Commission

Item Number
6.1

Meeting Date
April 7, 2025

Prepared By
Joe Stremcha, Business Services Director/Assistant
City Administrator

Item Description
Financial Report

Reviewed by
Katie Harstad
Joe Stremcha

Action Requested

Review the financial report comparing the February 2024 vs 2025 budget to the current.

Background/Discussion

Revenues of \$396,456 exceeded expenditures of \$253,072 by \$143,383 through the end of February 2025. In 2024, the year-to-date budget surplus was \$169,127. However, there are several factors for discrepancies in any given month due to the snapshot in the time these reports are created.

For example, the revenue for admissions is \$70,000+ in February 2024 and 2025. However, the actual revenue will be just north of \$10,000. The city collects all ticketing revenue through Vanco for the section games in February. Then the city makes a payment to the sections for their game fees in March. The city only keeps the administrative fee for each ticket.

Financial Impact

None.

Mission/Policy/Goal

Responsible for every dollar - good stewards.

Attachments

1. FT Center February 2024 YTD
2. FT Center February 2025 YTD

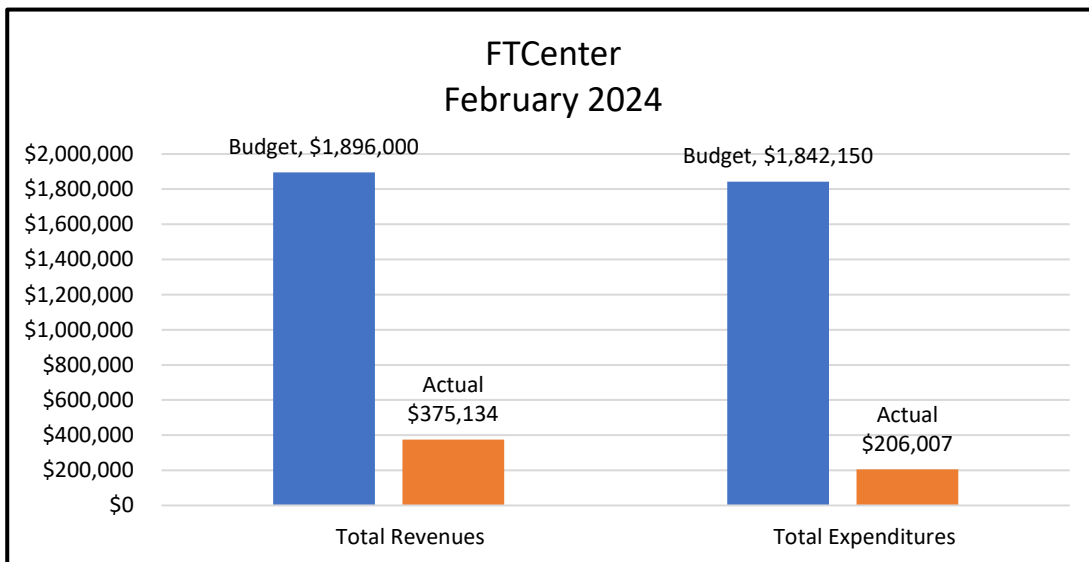
The Elk River Vision

A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity



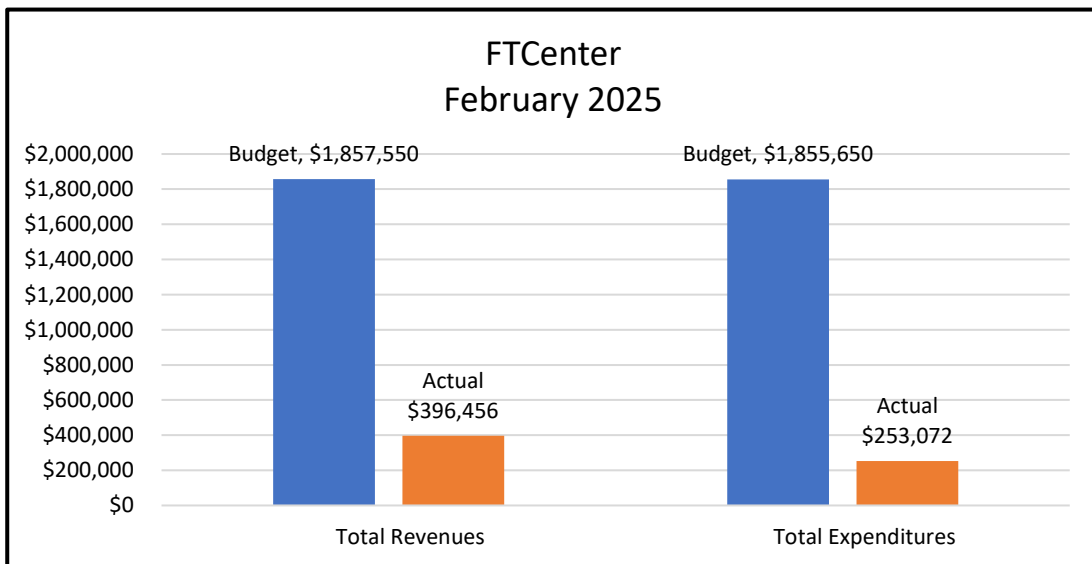
**CITY OF ELK RIVER
MULTIPURPOSE FACILITY - BUDGET TO ACTUAL
MONTH ENDED FEBRUARY, 2024**

	Current Budget	Year to Date Actual	% of Budget
Revenues:			
Ice Rental	\$893,500	\$93,481	10.46%
Admissions	45,000	71,625	159.17%
Dry Floor Events/Craft Shows	7,000	0	0.00%
Facility Rental	244,400	40,699	16.65%
Advertising/Naming Rights/Sponsorships	178,000	14,383	8.08%
Recreation fees (Skating/Hockey)	290,000	81,825	28.22%
Concessions/vending	229,000	70,845	30.94%
Other Revenues (interest, etc.)	9,100	2,276	25.01%
Total Revenues	\$1,896,000	\$375,134	19.79%
Operating expenses:			
Personal services	\$900,650	\$131,503	14.60%
Supplies	159,800	58,154	36.39%
Other service charges	661,300	16,349	2.47%
Capital Outlay	120,400	0	0.00%
Total Expenditures	\$1,842,150	\$206,007	11.18%
Revenues over/(under) expenditures	\$53,850	\$169,127	



**CITY OF ELK RIVER
FTCENTER - BUDGET TO ACTUAL
MONTH ENDED FEBRUARY 28, 2025**

	Current Budget	Year to Date Actual	% of Budget
Revenues:			
Ice Rental	\$861,000	\$122,571	14.24%
Admissions	6,000	70,524	1175.40%
Dry Floor Events/Craft Shows	0	250	0.00%
Facility Rental	245,400	28,580	2.00%
Advertising/Naming Rights/Sponsorships	192,550	17,149	8.91%
Recreation fees (Skating/Hockey)	160,000	62,357	38.97%
Concessions/catering/vending	363,000	91,473	25.20%
Other Revenues (interest, etc.)	29,600	3,551	12.00%
Total Revenues	\$1,857,550	\$396,456	21.34%
Operating expenses:			
Personal services	\$930,900	\$151,762	16.30%
Supplies	197,550	41,957	21.24%
Other service charges	585,450	59,353	10.14%
Capital Outlay	141,750	0	0.00%
Total Expenditures	\$1,855,650	\$253,072	13.64%
Revenues over/(under) expenditures	\$1,900	\$143,383	





Memorandum

Item: 6.2

To: Multipurpose Facility Advisory Commission

From: Community Event Center Manager Katie Harstad

Date: February 10, 2025

Subject: Multipurpose Facility Advisory Commission Staff Report

This report is a monthly highlight of department activities related to recent collaborations, strategic planning, staff changes/developments, and operations.

Staffing Additions

- Overlook Chef – Pending position posting to the public
- Concession Worker – Ashlynn Johnson
- Concession Worker – Adrian Gonzalez

BRE Visits (Business Retention & Engagement)

- **Elk River Figure Skating Club** – Friday, March 28 – Reviewed plans for the upcoming show, discussed general upcoming changes and events at the facility like open programming expansion and ice out dates. Staff identified important insights to continue to promote a positive working relationship.
- **Two Brothers Hockey** – Friday, March 28 – Discussed minor maintenance issues, scheduling improvements, and their ideas for growth in their business. Overall, staff has key takeaways that will help continue to strengthen lines of communication and trust
- **Elk River Youth Hockey Association** – Staff met with President Ryan Eason individually at the beginning of March for a review.
- **MN Squatch Junior “A” Hockey** – Staff met with owner Jon “Chic” Pojar in February to collaborate and plan for the playoffs.

Senior Center Update

As of March 27, 2025, the Senior Center has 484 members. On average, 80 members check in daily. Some of the most popular activities include:

- Fitness Classes
- Painting Classes
- Day Trips (The most recent trip was to Sidekick Theater in Bloomington)
- Special Events (The most recent was the St. Patrick's Day music event)
- Social Club
- Presentations

Two future events are planned with The Overlook Catering on May 2 and July 16.

Event Bookings

Year-to-date, the facility has received 138 event inquiries, with 69 bookings. Additionally, there have been 49 party package inquiries, resulting in 29 bookings.

- **Squatch Season Wrap Up Party** – The event was booked in February and held on Wednesday, March 25. Heavy appetizers and soda were provided, while guests paid for their own alcoholic drinks. The total event cost was \$1,751 with an additional \$205 in bar sales.
- **ER Fire Fighter Banquet** – The event is scheduled for April 12, 2025, and will feature a full dinner buffet. Bar services will be available for guests to purchase on their own. The estimated catering sales are just under \$4,500, with significant bar and pull-tab sales expected.
- **Boards & Commissions Dinner** – The event is scheduled for April 25th and will feature a full dinner buffet, followed by an educational seminar. Expected sales are anticipated to exceed \$3,000.
- **Hot Tub Swim and Spa Sale LLC** – Three weekends of field house rentals have been booked and paid in full, totaling \$16,817.71 in sales. A fourth weekend is being considered, which would add an additional \$8,128.38. Staff plans to have the café and lounge open during these sales for potential extra revenue.

Section Games Wrap Up

The FT Center hosted the MSHSL Section 5A and 5AA playoff hockey games in February. On Thursday, February 27, fans from Rogers and Champlin sold out the venue. Staff handled the events smoothly, and glowing reviews were heard throughout.

After the events, a meeting with ERPD was held to discuss potential improvements for next year. The consensus was that everything went well, except for the need for better stairwell monitoring during the largest game. Section 5AA has already rebooked their semi-finals and final game for 2026.

Section Game	Attendance		Ticket Revenue		Food & Beverage		Game Fees		Total	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
5AA Semi Final 1	675	843	\$ 770	\$1,273	\$ 3,024	\$ 3,901	\$ 2,500	\$ 2,600	\$ 6,294	\$ 7,774
5AA Semi Final 2	1066	633	\$1,215	\$ 956	\$ 4,018	\$ 3,094	\$ 2,500	\$ 2,600	\$ 7,733	\$ 6,650
5A Final	1635	1751	\$1,864	\$2,864	\$ 6,339	\$ 7,465	\$ 3,049	\$ 4,014	\$11,252	\$14,343
5AA Final	2517	3000	\$2,869	\$4,530	\$ 7,837	\$10,160	\$ 3,750	\$ 3,850	\$14,456	\$18,540
Total	5893	6227	\$6,718	\$9,623	\$21,218	\$24,620	\$11,799	\$13,064	\$39,735	\$47,307

Food & Beverage Sales YTD

Staff managed multiple record-breaking sales days in February as expected. Our sold-out section game on Thursday, February 27, brought in \$10,160. However, this record was quickly surpassed two days later. An ERYHA tournament overlapped with a MN Squatch game, where \$11,545 in food and beverages was sold (\$7,682 in the Café, and \$3,863 in the Lounge). Overlook sales in the first three months of 2025 (\$167,903) surpassed sales through the end of October 2024 (\$159,790) Overlook sales breakdown:

Month	2024	2025				Difference
	Concessions	Café	Lounge	Catering	Total	
Januray	\$ 31,118	\$ 39,134	\$ 13,832	\$ 2,767	\$ 55,734	\$ 24,615
February	\$ 37,933	\$ 51,757	\$ 12,342	\$ 728	\$ 64,827	\$ 26,894
March	\$ 19,825	\$ 27,510	\$ 18,214	\$ 1,618	\$ 47,342	\$ 27,517
Total	\$ 88,877	\$ 118,402	\$ 44,388	\$ 5,113	\$ 167,903	\$ 79,026

Scheduling Software Web Improvement and Savings

Staff are replacing the in-building schedule display screens. This change results in a savings of \$900 per year and provides guests with a better calendar experience online now that all facility rentals are booked using Finny Sport. This further enhances our communication for activities with fluctuating hours such as the walking track, lounge, and open programming.

Expanding Open Programing Hours

Starting in April 2025, community members will be able to purchase access to open skate, open stick and puck, and open turf hours whenever these spaces are not being privately rented (within the building and staff hours set by other usage). Previously, open hours were limited to 1.5-2 hours on specific days of the week. Staff does not anticipate a negative impact on resurfacing costs, but rather an increase in overall open ice program revenues. The community response has been very positive, with increased participation already seen in the first few days. Data will be provided once we have a larger sample size.

Pull Tabs & ATM

Pull tab sales began at the FT Center on March 20, 2025, with Elk River Youth Hockey (ERYHA) serving as the charitable gambling operator in the lounge. The feedback has been very positive so far. ERYHA Gambling Manager Desiree Hillmann, oversees the financial operations of the gambling activities, while FT Center staff handle day-to-day sales and operations. There are two boxes of cardboard pull tabs and six digital tablets for e-tabs. The FT Center will receive 20% of all profits from these gambling operations. Additionally, FT Center ATM provider has increased the per-transaction commission from \$1 to \$1.75 following the start of pull tab sales as detailed in the location agreement.

Sponsorships

Renewal letters were sent out in the second half of March to 24 businesses with expired agreements or dasher boards in place without an agreement on file. Staff will follow up by phone in early April. Staff will begin selling new sponsorships once renewals are processed.

Available Sponsorship Opportunities:

- Cornerstone Arena Dasher Boards: 29 available (\$1,200 each)
- Kiser Arena Dasher Boards: 10 available (\$1,000 each)
- Zamboni Wrap: 1 available (\$5,000)

Building Repairs & Wayfinding Underway

The daytime maintenance staff has been busy painting walls and making seasonal repairs. The walls were in poor condition and required patching due to wear and tear in nearly every area. The upper lobby has been completed, including painting, a new fascia on the café counter (which was severely damaged), and curtains that can be closed in front of the windows and doors leading into the Cornerstone Arena for private events in the lobby.

The wayfinding project discussed at the February meeting is underway, but it will take most of the summer for the marketing department to complete. New signs for all locker rooms have been ordered to renumber the spaces following the removal of the figure skating locker room. Additionally, new gender-neutral restroom signs have been ordered for the entire building due to vandalism.

Field House Updates

On Friday, March 14, 2025, staff received a rejection letter from the Minnesota Department of Education for the Multi-Purpose Community Facility Projects Grant. Staff are preparing alternative project proposals for the City Council Retreat on April 28, 2025, for the remaining ARPA funds in the amount of \$405,518.



Request for Action

To
Multipurpose Facility Advisory Commission

Item Number
8.1

Meeting Date
April 7, 2025

Prepared By
Laura Estby, Office Assistant (Ice Arena)

Item Description
FT Center Wayfinding

Reviewed by
Katie Harstad
Joe Stremcha

Action Requested

Recommend, by motion, to implement the FT Center Wayfinding package.

Background/Discussion

At the February 10, 2025, Multipurpose Facility Advisory Commission meeting, Senior Communications Coordinator Starr Sorheim presented three style options for updating directional signage at the FT Center. Staff will present the final wayfinding package based on the feedback received at the meeting.

Financial Impact

The 2025 Budgeted FT Center funds for this project:

- \$1,550 for wayfinding.
- \$750 for artwork/mural.
- \$2,300 total

Mission/Policy/Goal

Meet changing needs - agile.

Attachments

None

The Elk River Vision

A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity

