

Sports & Events Authority Advisory Committee Minutes
612 N. Main, City Hall - Council Chambers
February 14, 2023

1. Call to Order

Meeting called to order by: Kevin McCardle at 2:00 PM.

SEA Committee members present: Kevin McCardle, Jill Larson, Kevin Nelson, Jon Hart, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Dave Helleloid, and Tim Smith.

SEA Committee members absent: Mayor Bob Everson, Cory Aadland, Emily Liedtke, and Jim Johnston.

Others present: Stephanie Ellwein, Tiffany Batdorf, and Aaron Hieb.

2. Funding Applications

SEA Grant Application presentations by applicants. The SEA Committee reviewed applications for grant funding. The following applications were presented and considered:

A. DWU Athletics: DWU/Culver's Girls & Boys High School Basketball Classic

Date: February 10th-11th, 2023; **Contact:** Jon Hart & Brad Bartscher; **Grant Request:** \$2,000

- The SEA Grant Application and other event documents were presented to the committee via email, since the event would have been completed by the February 14th, Sports & Events Authority Advisory Committee meeting. Motion, voting, and approval were done via phone/email.

Motion: Tim Smith motioned to award \$2,000.

Second: Cory Aadland seconded the motion. All voted 'Aye' and the motion passed.

Abstain: Jon Hart abstained from voting.

B. Buckin' Wild Ranch: Cabin Fever Auction

Date: February 24th-25th, 2023; **Contact:** Ashley Coulter; **Grant Request:** \$2,000

- Nick Coulter from Buckin' Wild Ranch traveled from Flandreau to present their grant application to the committee. This will be the 5th Annual Buckin' Wild Ranch: Cabin Fever Auction since Nick and his wife, Ashley, took the auction over. It is a 2-day auction that takes place at the Davison County Fairgrounds. The main expenses that Buckin' Wild Ranch accrue for the event are as follows: they pay for the wages of the auctioneers and staff, as well as pay for the hotel rooms for those personnel, which comes to be about 43 rooms for the entirety of the event.

Motion: Doug Greenway motioned to award \$1,200.

Second: Tim Smith seconded the motion. All voted 'Aye' and the motion passed.

- The SEA Committee requested and approved the following criteria for dispersal of funds:
 - 1/2 of the grant funds (\$600) will be dispersed for the initial approval of the

event.

- The second 1/2 of grant funds (\$600) will be dispersed after the submission of the required post-event Evaluation Form and Financials.

C. DWU Soccer: DWU 13th Annual Futsal Indoor Classic

Date: February 24th-26th, 2023; **Contact:** Nicolas Reinhard; **Grant Request:** \$1,500

- Coach Nicolas Reinhard and Coach John Hakari, both first year (been with programs for 8 months) Boy's and Girl's soccer coaches for Dakota Wesleyan University, presented the submitted grant application. Currently, there are 60 teams registered at \$250 per team, and a team consists of 10 players. Most tournament entry fees are much more than \$250 (\$25 per player). This year the team/player registration is down almost 50% compared to previous years. This is due to the creator of the event, former DWU Soccer coach, Clayton Glasgow, who is now the current soccer coach at Southwest Minnesota State, hosting two of these indoor futsal events during the winter. Most of the teams, which are from the Dakota Alliance Youth Soccer Club, that have previously competed in this event are now participating in the events at SMSU. Coach Reinhard and Coach Hakari need to re-establish the name and integrity of the event and recruit some of those teams to participate in this event. Currently, teams that are registered are from SD, ND, and MN, with a few Mitchell youth soccer teams participating and a vast number of teams competing from Watertown. Coach Reinhard reviewed the 2023 event budget with the committee. The \$1,500 grant request would be used to reward the student-athletes for their participation to certify themselves to be referees for the event. The grant request is also considered, in Coach Reinhard and Coach Hakari's eyes, as an investment into rebuilding the event to what it once was. The question was presented about possibly using a different date for the event. The coaches stated that this was an inherited event date and that a possibility for future events would be to coordinate/work together with Clayton Glasgow and make sure these events don't overlap each other.

Motion: Bryan Dixon motioned to award \$1,500.

Second: Doug Greenway seconded the motion. All voted 'Aye' and the motion passed.

Abstain: Jon Hart abstained from voting.

D. Mitchell Music Boosters: Mitchell Show Choir Classic

Date: March 18th, 2023; **Contact:** Angella Buenzow; **Grant Request:** \$5,000

- Matt Culhane, Mitchell Music Boosters, presented the grant application to the committee. This year will be the 30th Anniversary of the event, taking place on Saturday, March 18th. Currently, there are 20 teams competing in the event from IA, NE, and even Troy, Missouri. Mitchell Show Choir does not compete in this event because they are not eligible to win the competition. Each team brings around 100 participants, along with a couple dozen parents. Matt shared some rough numbers with the committee. One team will most likely spend around \$7,500 in just hotel revenue. Most teams may not stay both Friday and Saturday night, the majority stay Saturday night. The Mitchell Show Choir was just in Urbandale, Iowa and Matt booked the hotel rooms, which consisted of 15 parent rooms, along with 26 kid rooms. The Mitchell Music Boosters has three major fundraisers throughout a given year, which are: 1st:

Up with Show - more of a community show, 2nd: Show Choir Classic, and 3rd: in the spring is another community show. Matt explained the two major expenses for the Show Choir Classic, and they are: getting quality/high caliber judges = five or six judges costing around \$5,000 (very influential, can be the determining factor in schools/teams deciding to participate in the event), and concessions (buying the food which they end up selling). Also, merchandise revenue for the event. Matt explained that each year there is a "theme" to the classic and they sell "themed" hoodies, t-shirts, and beanies.

Motion: Dave Helleloid motioned to award \$3,000.

Second: Tim Smith seconded the motion. All voted 'Aye' and the motion passed.

3. Approval of Minutes

Motion: Bryan Dixon motioned to approve the previous minutes as presented.

Second: Kevin Nelson seconded the motion. All voted 'Aye' and the motion passed.

4. Financial Report

City Administrator, Stephanie Ellwein, presented the financial report as of February 10, 2023. Collections in January (for December records) were 11.7% down from 2022, 14.5% above 2021, 25.8% down from 2020, 2.3% down from 2019, and 8.5% down from 2018. These numbers are current, with only two hotels needing to report numbers.

Motion: Jon Hart motioned to approve the financial report as presented.

Second: Tim Smith seconded the motion. All voted 'Aye' and the motion passed.

5. Updates/Evaluation Forms/Financials

No evaluation forms/financials were submitted at this time.

6. Other Items

Aaron presented and reviewed the following items with the SEA Committee:

A. Event Recruitment Updates

Mitchell Technical College (MTC) Mavericks Rodeo Competition

- Aaron met with Head Coach Jimmie Nicolaus on Wednesday, January 18th, 2023 to discuss the possibility and if there is an opportunity to host a college rodeo competition in Mitchell. Aaron shared some of the meeting notes/details with the committee. Coach Nicolaus is quite the guy, very knowledgeable and ambitious. Mitchell Technical College Mavericks Rodeo Team is a part of the National Intercollegiate Rodeo Association (NIRA). Within that association, MTC belongs to the Great Plains Region, which consists of 15 schools from SD, IA, ND, NE, and WI. Out of these 15 schools, 10 schools are on the annual rotation for hosting a qualifying rodeo for which you are able to receive points towards the national competition. Coach Nicolaus and Aaron discussed that it would be pointless to create an 11th rodeo, since it wouldn't be eligible to receive national competition qualifying points. For Mitchell/MTC to even consider hosting a college rodeo competition, one of the current ten schools would need to remove themselves from the annual rotation. If an opportunity did arise, MTC would be interested in pursuing a competition for the spring, sometime in April. Aaron gave a brief breakdown of the competition. There are around 270 participants that compete either as a team or individual. Currently, MTC has 21 members on their rodeo

team. An estimate, but around 70% of the teams/contestants would stay Thursday through Sunday. The minimum budget ballpark to consider hosting a college rodeo competition is \$30,000.

Hoop City Classic 2023

- Doug Greenway shared the news about Ernie Kuyper and the Hoop City Classic, bringing all three days (Thursday 28th, Friday 29th, and Saturday 30th) of the event to Mitchell at the end of December 2023. Another aspect of the Hoop City Classic would be the Youth Tournament as well. There would be somewhere around 70-80 youth teams participating as well.

Hanson Girls Basketball Classic

- Doug shared the ticketed number of attendees - 1,585 through the door. This does not include athletes/coaches/cheerleaders.

Hanson Boys Basketball Classic

- Doug shared the ticketed number of attendees - 1,946 through the door. This does not include athletes/coaches/cheerleaders.

DWU/Culver's High School Basketball Classic vs. SDHSSA State Gymnastics

- Discussion was had regarding hosting the DWU/Culver's High School Basketball Classic compared to the SDHSAA State Gymnastics.
 - DWU/Culver's HS Basketball Classic is a major fundraiser for DWU and, from an event standpoint, the Corn Palace does not want to lose the DWU/Culver's Classic.
 - The SDHSAA has expressed interest in bringing the State Gymnastics back to Mitchell and the Corn Palace. There has been no signed agreement with the SDHSAA yet.
 - DWU/Culver's HS Basketball Classic is a much better event to host from a Corn Palace standpoint based on attendance and concession numbers.
 - From a hotel perspective, (20-24 teams) SDHSAA State Gymnastics does better than the DWU/Culver's Classic.

USA Patriots Amputee Softball Team, formerly known as the Wounded Warrior Amputee Softball Team

- Tiffany shared with the committee interest from this organization about possibly bringing this one day event and children's camp to Mitchell in the summer of 2024.
- The major cost/expense would be covering the travel costs for the teams, which is estimated to be around \$7,000.
- Jeremy Nielsen would be the first initial contact to reach out to regarding open

dates/weekends to possibly host this event at the Cadwell Sports Complex.

Bartholow Brothers Trapshooting Clinic

- Bryan Dixon shared this event coming to town. Coachlight already has 7 rooms booked for three nights.
- Coming to town last weekend of March/first weekend of April.
- Potential to make this an annual event.
- Attendees coming from Huron, Watertown, and North Dakota.

B. SEA Banners on Display

Palace Ice Festival (January 13th-14th, 2023)

- SEA square banner hung on the bleachers by the door going into Toshiba Rink.

Hanson Girls & Boys Basketball Classic (January 14th & 21st, 2023)

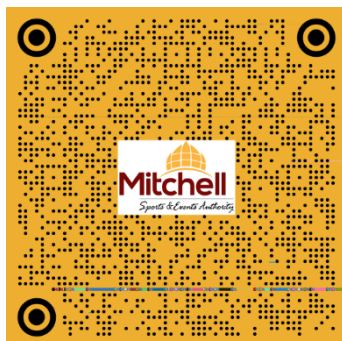
- SEA square banner in the Hospitality Room.
- SEA logo on the Corn Palace arena digital boards.

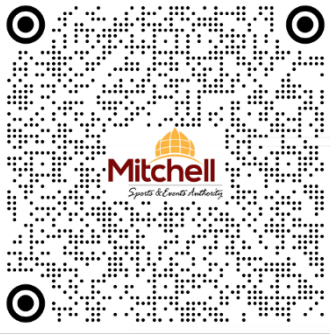
DWU/Culver's Girls & Boys High School Basketball Classic (February 10th-11th, 2023)

- SEA square banner in the Hospitality Room.
- SEA feather banners were displayed in the Corn Palace arena.

C. Discussion about SEA guidelines/policy regarding distribution of approved grant funds.

- QR Code image(s)





- Hotel Survey
- Event QR Code Template

- Aaron continued discussion with the SEA Committee about the best method to track hotel rooms sold during SEA event. Last meeting, Aaron thought there was a sense of concern or hesitancy about the 'estimate' of hotel rooms on a grant application and/or evaluation form when using that number to determine a funding amount. Aaron presented a QR Code to the committee in three different colors: Gold, White, and Burgundy. The gold and white QR Codes have the most successful, best scan rate compared to the burgundy. Once the QR Code is scanned, it will take the participant to the "landing page", which is a Hotel Survey on the City of Mitchell website. A question was asked if these QR Codes would be distributed to all hotels or if this is just an event specific distribution. For the time being, this QR Code will be included in the approval email along with the Award Letter. There will be instructions about the use and expectations of the QR Code for the Event Organizer/Main Contact. The requirement for an approved event will still be to submit a post-event Evaluation Form with Financials following the completion of the event. The QR Code is meant to have the purpose of being a tool to assist the Event Organizer in determining as accurately the number as possible for the total hotel/motel rooms sold for the entirety of the event. Another question expressed by the committee was who would be filling out or expected to fill out the QR Code... There is concern that there will be duplicate information when multiple family members scan the code and participate, which will cause the hotel/motel room numbers sold to be skewed. For the majority of SEA funded events, the Event Organizer will include or distribute the QR Code to the coach of each team or the individuals competing in the respective SEA funded event. It was expressed that most events nowadays have a designated worker/volunteer that is the "hotel person" and will be in charge of distributing/completing the hotel survey in a successful manner. Going a step further, prior to each SEA funded event, Aaron will take multiple copies of the QR Code Event Flyer to the venue and/or facility and post the QR Codes in accessible locations for fans and spectators to scan as well. This will be in the hopes of gathering information from the fans/spectators attending the event as well as the athletes/participants in the event. Overall, Aaron expressed that the goal was not to create more work for the Event Organizer or not intended to complicate and/or burden an organization or event with completing a SEA Grant Application because of the expected paperwork required after grant approval.

7. Next Meeting Date: March 14th, 2023 @ 2 PM - City Hall, Council Chambers

Kevin McCardle set the next meeting date for Tuesday, March 14th, 2023 @ 2 PM at the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle at 3:09 PM.