

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

April 11, 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, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Jim Johnston.

SEA Committee members absent: Mayor Bob Everson, Cory Aadland, Bryan Dixon, and Tim Smith.

Others present: Stephanie Ellwein, City Administrator and Tiffany Batdorf.

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. Mitchell School District: SoDak 16 Girls & Boys Basketball

Date: March 2nd & 7th, 2023; **Contact:** Cory Aadland; **Grant Request:** \$1,750

- Doug Greenway shared the grant application with the SEA Committee. The SEA Grant Application for this event is submitted after the fact because of the quick and short notice process it takes to be awarded host site for the SoDak 16 games. Cory and the Corn Palace were notified 4 days prior to the event, which determines host sites on location and neutral site availability based on the teams that qualify. These were two of the biggest games the Corn Palace hosted during the season: the girls' game brought 1,700 in attendance and the boys' game was around 1,550.

Motion: Motion was made by Jim Johnston to award \$1,750, and seconded by Jon Hart. All members voted "aye" and the motion passed.

B. Mitchell Baseball: Mitchell Baseball Tournaments

Date: May, June, & July, 2023; **Contact:** Jason Christensen; **Grant Request:** \$6,000

- Jason Christensen from Mitchell Baseball presented the application to the committee. They will be hosting four tournaments. The tournaments will be held May 6 (Early Bird), June 2-3 (Teener Tournament), June 17-18 (Harve/Bryan Memorial), and July 14-16 (State 'A' Youth). The tournament scheduled for July 14-16 is a youth state tournament and Mitchell Baseball anticipated this will be a big tournament. They anticipate that they will continue to host this tournament every 2-4 years. Jason also stated that for the one-day tournament, they schedule the out-of-town teams to play first to encourage overnight stays. Requested grant funds will be used to pay for umpires, volunteers, and hospitality. The proceeds from the tournaments go back into the program and are put towards projects to enhance the baseball fields and complex.

Motion: Motion was made by Dave Helleloid to award \$6,000, and seconded by Jon Hart. All members voted "aye" and the motion passed.

C. Corn Palace Cornhole: ACL Regional #15 3rd Annual Corn Palace Cornhole Tournament

Date: May 12th-14th, 2023; **Contact:** Tyler Earls; **Grant Request:** \$5,000

- Tyler Earls presented the application for the 3rd Annual Corn Palace Cornhole tournament to be held May 12-14. The grant dollars would be used for prize money for the players. Tyler estimated that 30-100 rooms were used in 2022, and most stayed at the Kelly Inn.

Motion: Motion was made by Kevin McCardle to award \$1,000, seconded by Jill Larson. Eight members voted "aye" and one member voted "nay". Motion carried.

D. Kiwanis Club of Mitchell: Kiwanis Youth Baseball Tournament

Date: May 13th, 2023; **Contact:** Cory Marek; **Grant Request:** \$1,500, \$500

- Cory Marek presented the grant application to the committee for the Kiwanis Youth Baseball Tournament. Cory requested that the request be amended from \$1,500 to \$500, since the tournament was moved to a one-day event to be held on Saturday, May 13. This is a change in date for the tournament, since the attendance is down from previous years. However, they expect that numbers will increase as the date change is known in future years. Currently, they have 10 teams. The grant funds will be used for trophies & umpires.

Motion: Motion was made by Doug Greenway to award \$500, seconded by Dave Helloloid. All members voted "aye". Motion carried.

E. Mitchell Area Community Triathlon: MAC Triathlon

Date: June 9th-10th, 2023; **Contact:** Terasa Gillen; **Grant Request:** \$3,000

- Emily Hohn presented the grant application to the committee. The MAC triathlon is going to be held June 10 with registration and packet pick-up, Friday night, June 9. The grant funds would be used to cover the timing equipment costs of \$2,200. They expect 50-70 participants. Numbers for the event increased when the swimming portion of the event was moved from Lake Mitchell to the Mitchell Aquatic Center outdoor pool. Committee members asked about hotel stays, and the applicant stated that some do stay, but also lots camp or just drive out early. Committee members encouraged the organizers to suggest the Lake Mitchell Campground since the campground contributes to the BID. They stated that they do have a good list of volunteers, but they can always use more volunteers to help with turns and intersections, as well as counting laps in the pool. Madison is not doing their triathlon, so they expect to see some people come to Mitchell that would normally go to Madison.

Motion: Motion was made by Kevin Nelson to award \$2,200 to cover the cost of the timing equipment, seconded by Jon Hart. All members voted "aye". Motion carried.

F. Department of South Dakota Veterans of Foreign Wars: 93rd Annual VFW State Convention

Date: June 15th-18th, 2023; **Contact:** Anna Arnold / Dr. Marty Christensen; **Grant Request:** \$3,130

- Dr. Marty Christensen presented the grant application for the VFW State Convention. Last year, when they hosted the convention, they utilized 78 hotel rooms, and anticipate a similar number in 2023. They will be hosting the convention back again in 3 or 4 years. He is also working on bringing other conventions as well. They would like assistance from additional volunteers to help with serving the meals, and drivers of vehicles. They said any volunteer help would be appreciated. Grant funds would be used to cover the rental cost of the facility for the convention.

Motion: Motion was made by Doug Greenway to award \$3,130, seconded by Kevin McCardle. Eight members voted "aye" and one member voted "Nay". Motion carried.

G. Gentle Spirit Horses Rescue: Dakota Showdown Horse Trainer Challenge

Date: August 12th-13th, 2023; **Contact:** Tiffany Ring; **Grant Request:** \$3,000

- Tiffany Ring presented the grant application to the committee. This is the second year of the event, but the first year in Mitchell. Last year they held the event in Scotland, as a "test run". They are hoping for between 300-500 people to attend the event. They currently have 22 rescued horses that will be going to trainers that will be showcased during the event (last year they had 1 pony with a trainer at the Scotland event). They are working with Back 40 for some additional events tied to the Trainer Challenge.

Motion: Motion was made by Kevin Nelson to award \$1,000, and seconded by Jill Larson. All members voted "aye". Motion carried. Committee members discussed that they appreciated that it is a new event being moved to Mitchell, but due to limited funds available, the amount awarded was \$1,000.

H. The 301 Rodz: OutKasts Car Show

Date: September 22nd-24th, 2023; **Contact:** KayLynn Bren; **Grant Request:** \$2,500

- Jerry Wright presented the grant application to the committee. Registration and cruise night on Friday night, car show Saturday, and donuts/coffee on Sunday morning. Last year's event brought 180 registered cars, along with about 36 hotel rooms, filling the Siesta and Coachlight Motels. Received much praise and appreciation from participants by sending out "Thank-You" cards to everyone. The grant amount requested would be utilized for advertising and reaching other participants in other states by putting ads in different car magazines.

Motion: Motion was made by Dave Helleloid to award \$1,500, and seconded by Jon Hart. All members voted "aye". Committee members noted that due to limited funds, the grant was reduced.

3. Approval of Minutes

Motion: Motion was made by Jon Hart to approve the previous minutes as presented, seconded by LaRee Rumbolz. All members voted "aye". Motion carried.

4. Financial Report

Committee members reviewed the financial report as of April 6th, 2023. Collections in March (for February records) were: 8.9% down from 2022, 15.4% above 2021, 15.5% down from 2020, 3.5% above 2019, and 1.9% down from 2018.

Motion: Motion was made by Jon Hart to approve the financial report as presented, seconded by Jill Larson. All members voted "aye". Motion carried.

5. Updates/Evaluation Forms/Financials

The following items were not reviewed because of lack of time. The SEA Committee went into Executive Session to discuss and vote on submitted grant applications.

A. Evaluation Form w/Financials

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

Larry Hauser Adult/JR Doubles Bowling Tournament (March 25th, 2023)

6. Other Items

The following items were not reviewed because of lack of time. Item B. will be added to and discussion continued at the May SEA Committee meeting. The SEA Committee went into Executive Session to discuss and vote on submitted grant applications.

A. SEA Banners on Display

Show Choir Classic (March 18th, 2023)

- SEA feather banner was set up at the Performing Arts Center in the west entrance (2) main hallway/Box Office area.

Combat Veteran's Motorcycle Association Comedy Night (March 18th, 2023)

- SEA feather banner was set up at the Highland Conference Center just inside the main entrance/exit doors of the conference center.

Larry Hauser Adult/JR Doubles Bowling Tournament (March 25h, 2023)

- SEA feather banners were set up at The Village Bowl next to Lane #1, where the finals took place for the doubles tournament.

Bartholow Brothers Youth Trap Shooting Clinic (April 1st-2nd, 2023)

- SEA feather banners were set up at The Davison County 4H Building in the Meeting Room Complex, where they conducted each morning's presentation before they began their outdoor clinic.

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

SEA QR Code

- A new QR Code was created from a different online QR Code Generator, Beaconstac.
- Matt Culhane and Show Choir Classic provided feedback that the current QR Code did not consistently scan successfully with iPhones.

7. Next Meeting Date

May 9th, 2023 @ 2 PM - City Hall, Council Chambers

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle at 4 PM.