Corn Palace Entertainment Board Minutes
City Council Chambers, City Hall, 612 N. Main Street
June 6, 2023

1. Call to Order
Doug Greenway called the meeting to order at 4:08 pm

2. Attendance
Those Board Members present included: Mayor Everson, City Admin - Stephanie Ellwein, Doug Greenway, Craig Stucky, Jeff Smith, John Foster, Giovanni Lanier, Tiffany Battdorf, Stratton Havlik, Carol Cersosimo. Absent included: Jean Koehler, Jordan Gau and Chairman Steve Morgan.

3. Approval Of The Minutes
Doug Greenway reviewed the May miutes, a motion to approve the minutes was made by John Foster and 2nd by Stratton Havlik. All voted Aye.

4. Approval Of The Agenda
Doug Greenway introduced the agenda as presented, Mayor Everson requested the opportunity to speak with the board first. Motion to approve the change to agenda was made by Jeff Smith, 2nd by Gio Lanier, all voted Aye.

A. Directors Report

- **decorating update**
- **farmers market update**
- **visitors/tourism update**
- **upcoming events**

Mayor Everson spoke with the board about concern with the lateness of securing concerts for the festival this year. He strongly encouraged the board to look at acts that would draw a crowd and sell tickets even if they may not be a mainstream artist. He suggested securing artists for future festival in the fall or starting the discussion and requests earlier in the fall. Scotty McCreery and Koe Wetzel were artists that were options for the Corn Palace show, but offers were not made for various reasons. Other artists have had offers made to them and they have rejected the offers for several reasons. Those artists include Lainey Wilson, Elle King, Terri Clark. It was discussed that Romeo Entertainment is the contractor for festival ticketed shows and Doug has had weekly contact with them regarding any updates or avails. Few options have been given or offers that are in have been taking a long time to receive a response. The board planned to talk with Romeo Entertainment during the executive session of the meeting to discuss the contracts offers out and others that may be available.

Event Updates by Doug Greenway
The redecorating process has begun with a full crew of decorators available. The sour dock is being picked and there is a good crop of it this year. Jeff Hanson has a plan for the dock and straw replacement and it has been going well. The Corn Palace Corn has been planted and received some beneficial rain in the last two weeks. We are hopeful for a good or at least normal crop this year. Rye straw is expected to be a bit shorter this year, but should be enough for the redecorating.

The 2023 Farmers Market will begin on Wednesday, June 14th, it will run from 5:30 - 7:30 each

Wednesday until September 14th. Currently there are (9) vendors registered for the summer. Corn Palace staff will promote the market via social media outlets and staff the markets each Wednesday.

Tourism moved into the Corn Palace for the summer on May 22nd and opened on May 24th. Visitor numbers are monitored weekly. The first visitor report was Memorial Day thru Sunday, May 29 - June 4th, with 9503 visitors that week. That is 6% down from 2022. The average is 1357/day.

Doug mentioned the June First Friday event was well attended, with upcoming event being a library sponsored concert on Wednesday, June 14th, the Farmers Markets weekly, planning for the July 7th first Friday, Rodeo Mixer on July 11th a SDPB event called Jazz Night on August 1 and the pre-sturgis party on August 3rd

B. Concession/Box Office Update

Craig Stucky gave a brief concessions update with staffing being at 100% with a couple of good applicants in the pool. Fully staffed for the summer. Sales are down 4% in May from last May. He is working on some specialty items that can be sold via concessions that are not being sold by the Gift Shop.

C. 2023 Festival Update

- **vendors**
- **street entertainment**
- **Gold Star Amusement**
- **Sponsorship**

Festival Sponsorships were discussed with the Board, the 2022 Sponsor list was given out and request made from the Board to reach out to those businesses they may have a relationship with who would be interested in Sponsoring the festival at one of the levels available. Without the concerts being determined the board was given information about the festival. There will be a larger vendor assortment this year and a full Gold Star Amusement setup. An outdoor show by the Guilty Pleasure Orchestra GPO on Thursday evening 6-9 pm, Saturday Kids Pedal Pull followed by a show by Karter Kenis and the Smoking Jacks Band, Wednesday will have two artists play from 6-9 pm and looking for a Sunday afternoon show on the Plaza stage.

5. Citizen's Input

There was no one from the public in attendnace, no citizen's input was taken.

6. Executive Session : Motion To Enter Into Executive Session In Accordance With SDCL 1-25-2 (5) To Discuss Marketing And Or Pricing Strategies Of A Publicly Owned-Competitive Business

A. Festival Entertainment

The board moved into executive session to discuss Festival Entertainment.

7. Adjourn

Motion to adjourn the meeting at 5:15 pm was made by Gio Lanier and 2nd by Tiffany.