

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

June 13, 2023

1. Call to Order

Meeting called to order by: Mayor Everson at 2:01 PM.

SEA Committee members present: Mayor Everson, Kevin McCardle, Kevin Nelson, Doug Greenway, LaRee Rumbolz, Dave Helleloid, Tim Smith, and Jim Johnston.

SEA Committee members absent: Jill Larson, Cory Aadland, Jon Hart, Bryan Dixon, and Emily Liedtke.

Others present: Tiffany Batdorf, Johanna Allen, Alex Heidinger, and Aaron Hieb.

2. Funding Applications

No funding applications were submitted for consideration.

3. Approval of Minutes

Motion: Doug Greenway made a motion to approve the previous minutes as presented, seconded by Tim Smith. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of June 5th, 2023. Total Fund Balance of \$64,003.02. There are five committed items/events where the checks have not been written. Current Available Fund Balance of \$17,503.02. Collections in May (for April records) were \$14,121.00 and there are two hotels that are past due and have not submitted their collections. YTD comparison for collections were: down 3.4% from 2022, up 11.9% from 2021, up 21.4% from 2020, up 8.5% from 2019, and up 2.8% from 2018.

Motion: Kevin Nelson made a motion to approve the financial report as presented, seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

5. Updates/Evaluation Forms/Financials

Aaron Hieb reviewed the following Evaluation Forms with financials and SEA Survey that were submitted from past SEA funded events to the SEA Committee.

A. Evaluation Form w/Financials

Cabin Fever Auction (March 3rd-4th, 2023)

- This event was rescheduled to the first weekend in March due to winter weather on the original February date. The total spectator attendance for the entire event was 500+. This count was derived from doubling the number of registered buyers. Usually, a buyer brings a significant other with them. The number of hotel/motel rooms sold for the auction was 100+. Hotels/Motels contacted to determine the number were: Coachlight Motel, Comfort Inn & Suites, and Thunderbird Lodge. QR Code feedback was that most of the attendees were older and were not familiar with the QR Code process. The awarded funds (\$1,200) were used to offset expenses we incurred, like hotel rooms. Based on the financials submitted, there was a Net Profit of \$324.87.

Mitchell Show Choir Classic (March 18th, 2023)

- Winter weather affected the attendance at this event, preventing approximately 20 teams from being able to make the event to compete. The total spectator attendance for the event was 500. This count was derived from the sales reports generated from our Point of Sale system. The number of hotel/motel rooms sold for the event was 51 in total. The hotels/motels contacted were: Hampton Inn. The awarded funds (\$3,000) were used to pay for judges' expenses for the event. Net Profit of \$5,001.81, which was down almost 4 times compared to 2022 because of teams unable to travel due to weather. The profit from this event will be used to pay for costs associated with our competition season, such as travel, choreography, costumes, and set.

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

- Winter weather also affected attendance for this event. The total spectator attendance for the event was 132. This count was derived from ticket sales and head count. The number of hotel/motel rooms sold for the event was 7 total. The hotels/motels contacted were Coachlight Motel and Hampton Inn. The QR Code feedback was that the QR Code was hard to scan on the table. The awarded funds (\$1,800) were used to pay for the comedian. Profit of \$5,772.72. The profit from this event will be used to support community veterans as needed.

Lucky Devils Adult Hockey Tournament (April 14th-16th, 2023)

Stacy Murtha attended the meeting and personally "thanked" the Sports & Event Authority Advisory Committee for supporting the Lucky Devils Adult Hockey Tournament. He talked about the two biggest expenses for the event, being the cost of ice time and referees. Also, he commented that Sioux Falls and Watertown are trying to piggy back off this event and create their own in September. Discussion about cash prizes/awards to intrigue teams to keep coming to this tournament. This is a premiere event and he greatly appreciates the support from the Sports & Events Authority.

- The total spectator attendance for the event was 500. This count was derived from what event organizers witnessed during the tournament. The number of hotel/motel rooms sold for the tournament was 82+. The hotels/motels contacted were: AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, and Super 8 Motel. QR Code feedback was that it was not a well received option for the event. Even after email communication, there were still teams that did not report where they were staying. The awarded funds (\$3,000) were used to help pay for the ice rental time. Profit of \$13,002.10 will be used to support youth hockey.

B. SEA Survey

Organization: Combat Veteran's Motorcycle Association; **Main Contact:** Kim/Justin Hamer; **Date Completed:** 5/18/2023

- No discussion about submitted SEA Survey.

6. Other Items

Aaron reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Corn Palace Cornhole Tournament (May 12th-14th, 2023)

A brief discussion was had about the event. A request for Evaluation Form with Financials was emailed to the event organizer at the completion of the event.

- The SEA feather banners were set up in the Corn Palace arena at each end of the stage.

Mitchell Teener Tournament (June 2nd-3rd, 2023)

- A SEA square banner was set up on the fence by the entrance to Drake Field.

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

SEA Proposed Funding Matrix

- Reviewed the email and Excel spreadsheets that were sent out to the committee.

Aaron Hieb reviewed the Funding Matrix Excel Spreadsheets with the committee. First off, he thanked the committee for taking time to read the email and browse through the Excel Spreadsheets. He understands that it was probably an overwhelming amount of information, but the ideal vision is that the SEA Committee will have very minimal, if any, interaction or need to work with these spreadsheets. Basically, this is a compilation of ALL the facts from the SEA funded events since 2013, from SEA Grant Applications to post event Evaluation Forms. Aaron will use all this information to put together a starting point/amount that the committee can reference when determining an appropriate grant amount based on the number of hotel/motel rooms sold during the entirety of the event. As discussed in previous meetings, the creation and intention of the funding matrix is to provide a more consistent and predictable approach for the SEA Committee when reviewing SEA Grant Applications and determining an appropriate funding amount. The foundation of the matrix was created with substantial importance in the number of hotel/motel rooms sold during the entirety of the event, since ALL of the revenue used for the Sports & Events Authority Grant funding comes from the BID #2 Hotel Occupancy Tax (\$.50 per room per night). Consideration will also be given to the presentation of the event (SEA Grant Application and presentation to the committee), will the event promote Mitchell in a positive image, and the past/projected overall event success and economic impact for Mitchell.

- The SEA Committee received an update from Doug Greenway and had a brief discussion about the Dakota Territory Gun Collector's Association Gun Show. We were unable to lock in a date for 2023 that worked for the Dakota Territory Gun Collector's Association and the Corn Palace. Originally, the dates of November 10th-12th were tentatively scheduled for the gun show, but this date fell through and did not work for the DTGCA. We will remain in contact with the DTGCA and pursue a date(s) for 2024.
- The SEA Committee had discussion regarding the amount of approved SEA grant funding for the Harve Johnston/Bryan Wilson Memorial Youth Baseball Tournament,

since it will only be a one-day tournament compared to the original plan of two days, one day for 10U and one day for 12U. The tournament will take place Saturday, June 17th at the Cadwell Sports Complex.

- The SEA Committee received an update from Jim Johnston and had a brief discussion about the South Dakota State Amateur Baseball Tournament. The State Amateur Baseball Tournament will be held in Mitchell at Cadwell Park this year (2023) and 2024. Currently, for the 2025 host site, there are bids from Mitchell and Brandon Valley.

7. Next Meeting Date

Mayor Everson set the next meeting date for Tuesday, July 11th, 2023, @ 2 PM, in the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 2:46 PM.