

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

July 11, 2023

1. Call to Order

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

SEA Committee members present: Mayor Everson, Kevin McCardle, Jill Larson, Kevin Nelson, Jon Hart, Doug Greenway, Bryan Dixon, and Jim Johnston.

SEA Committee members absent: Cory Aadland, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Tim Smith.

Others present: Stephanie Ellwein, Johanna Allen, 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. South Dakota Women's State Softball Tournament

Date: July 29th-30th, 2023; **Contact:** Kathy Axsom; **Grant Request:** \$5,000

- Kathy Axsom, Mitchell Women's Slow Pitch Softball Area Commissioner, presented and shared information about the submitted grant application for the South Dakota Women's State Softball Tournament. The grant request is for \$5,000, of which \$2,500 would go to the State Association for fees/expenses to host this state tournament. The grant request would also go towards hotel rooms for umpires, meals for umpires, and field/diamond maintenance. The local association does not profit from hosting a state tournament. There is a total of \$10,000 in expenses to host a state tournament. The State Association pays \$3,500 of these fees, which covers the umpire expenses. The last time Mitchell hosted a Women's State Softball Tournament was eight years ago (2015). This year there are an estimated 50 women's teams that would participate in the state tournament. The biggest expense when hosting a state tournament is hotel rooms for umpires (\$3,000). The last few years, the tournament has been held in Sioux Falls. Each year there is an East and West host city/site. This year the East is hosted in Mitchell and the West is hosted in Aberdeen.

Motion: Motion was made by Kevin Nelson to award \$3,000 and seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

B. South Dakota State Amateur Baseball Tournament

Date: August 2nd-13th, 2023; **Contact:** Jim Johnston; **Grant Request:** \$5,000

- Jim Johnston, Mitchell Baseball Association, presented and shared information about the submitted grant application for the South Dakota State Amateur Baseball Association. There will be 37 teams over the course of 12 days. An estimated 12,000 people come to Mitchell for this tournament. The grant request of \$5,000 would be used for the following: meals for the commissioners, old-timers-game social, hotel rooms for the PA announcer, workers, and field maintenance. It has always been hard to determine how many hotel rooms are sold during the tournament. The State Amateur

Baseball Tournament is a win-win for many entities, such as: a fundraiser for the Mitchell Baseball Association, Exchange Club of Mitchell with concessions, and the city of Mitchell.

Motion: Motion was made by Doug Greenway to award \$5,000 and seconded by Bryan Dixon. Jim Johnston abstained from voting. All members voted 'Aye' and the motion passed.

C. South Dakota Planners Association Annual Conference

Date: October 24th-26th, 2023; **Contact:** Brandi Hanten; **Grant Request:** \$3,000

- Karen Wegleitner presented the submitted grant application on behalf of the South Dakota Planners Association. There is an annual conference hosted in a different city each year. This year's conference will be hosted at the Highland Conference Center in Mitchell, SD. The conference will also be hosting and utilizing social events at The Back 40 and Blarney's. They are estimating 75 attendees for the conference. Brandi Hanten, Vice President of the South Dakota Planners Association, joined midway through the presentation via conference phone to provide budget/financials to the committee. Membership dues and registration fees provide income for the SDPA to cover expenses for hosting the annual conference. The grant amount request would be used to cover food, speaker(s) costs, and Highland Conference Center rental fees.

Motion: Motion was made by Bryan Dixon to award \$1,500 and seconded by Jon Hart. All members voted 'Aye' and the motion passed.

3. Approval of Minutes

Motion: Motion was made by Kevin Nelson to approve the previous minutes as presented, seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of July 6th, 2023. Total Fund Balance of \$70,072.52. There are five committed items/events where the checks have not been written. Current Available Fund Balance of \$23,572.52. Collections in June (for May records) were \$20,406.00 and there are two hotels that are past due and have not submitted their collections. Also, there is still one hotel past due for collection in May (for April records). YTD comparison for collections were: down 2.7% from 2022, up 7.8% from 2021, up 37.6% from 2020, up 8.7% from 2019, and up 4.4% from 2018.

Motion: Motion was made by Doug Greenway to approve the financial report as presented, seconded by Jon Hart. All members voted 'Aye' and the motion passed.

5. Updates/Evaluation Forms/Financials

There were no items submitted at this time.

6. Other Items

Aaron reviewed the following items with the SEA Committee:

A. SEA Banners on Display

South Dakota United States Bowling Congress Jamboree (June 9th-10th, 2023)

- Two SEA feather banners were set up at The Village Bowl.

South Dakota Golf Association Two-Man Championship (June 10th-11th, 2023)

- A SEA square banner was set up on the patio of the south entrance to the clubhouse at Lakeview Golf Course.

South Dakota 93rd Annual VFW State Convention (June 15th-18th, 2023)

- SEA feather banners were set up outside, at the entrance of the Davison County Fair Grounds Building.

Harve Johnston/Bryan Wilson Memorial Baseball Tournament (June 17th, 2023)

- SEA square banners were set up on the fence by the entrances into the two complexes (D-G & H-K).

Beers & Gears Mountain Bike Race (June 24th, 2023)

- A SEA square banner was set up at Sandy Beach (Lake Mitchell), which was headquarters for the race.

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

Aaron reviewed the following items with the SEA Committee:

SEA QR Code Hotel Survey

The Sports & Events Authority QR Code Hotel Survey was implemented back in February. The SEA QR Code flyer is created each time a submitted grant application event is approved. The flyer contains the name of the event/organization, the QR Code enlarged in the center, and the logo of the respective event/organization at the bottom. The SEA QR Code flyer is included in the approval award email to the event main contact. In the email, it is recommended/suggested that they provide the QR Code and/or flyer in the registration packet and to the teams, coaches, and participants/attendees of the respective event. Also, it states in the email that the QR Code results are not the final amount of hotel/motel rooms sold, but that it is still the responsibility of event staff to determine the most accurate estimation of hotel/motel rooms sold during the entirety of the event and include that number on the post-event Evaluation Form. During SEA banner set-up, Aaron will post a handful of flyers throughout the facility or venue. There have currently been 15 events that have been provided with the SEA QR Code flyer. Most of the results usually have about a handful of participation per event. Two events in particular, DWU Futsal Indoor Classic (15) and the South Dakota United State Bowling Congress Jamboree (21) were able to gather the most participation on the SEA QR Code Hotel Survey. Those who participate in the SEA QR Code Hotel Survey provide feedback about where participants are staying/lodging during their time in Mitchell for the SEA funded/assisted event. There are instances where we receive positive hotel feedback about why the individual(s) chose to stay at the respective hotel. That specific survey is then emailed out to the respective hotel manager, so they can provide the positive feedback with their staff. Last of all, the exposure that the Mitchell Sports & Events Authority receives from participation in the SEA QR Code Hotel Survey is beneficial and will hopefully result in future events choosing Mitchell because of the grant opportunity.

- The committee had some discussion about ways to improve the participation rates and effectiveness of the SEA QR Code Hotel Survey and flyer.

SEA Funding Matrix

Aaron provided an opportunity for the committee to ask any follow-up questions about the funding matrix that was presented at the last meeting. Also, once the committee is in Executive Session to discuss and determine appropriate funding for the submitted grant applications, Aaron will share the funding matrix amount and how it was determined for each respective grant application.

7. Next Meeting Date

Mayor Everson set the next meeting date for Tuesday, August 8th, 2023, @ 2 PM, in the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 3:02 PM.