



Sports & Events Authority Advisory Committee Minutes
612 N. Main, City Hall - Council Chambers
October 10, 2023

1. Call to Order

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

SEA Committee members present: Kevin McCardle, Jill Larson, Kevin Nelson, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston.

SEA Committee members absent: Mayor Everson, Cory Aadland, and Jon Hart.

Others present: Stephanie Ellwein and Aaron Hieb.

2. Funding Applications

SEA Grant Application presentations. The following application, Pheasants Forever Banquet Grant Application, was presented to the committee, since the Hoop City Classic and Dakota Oyate Challenge were presented during the September meeting.

A. Pheasants Forever Banquet

Date: October 20th, 2023; **Contact:** Kevin Bruscher; **Grant Request:** \$1,500

- Kevin Bruscher presented the submitted SEA Grant Application for the Pheasants Forever Banquet, which is requesting \$1,500. They had just wrapped up their annual youth hunt at the old Rooster Roost Ranch, which had seventeen participants (12-13 year old hunters). During this hunt, they shoot trap, feed the hunters lunch, and hunt the released pheasants. Pheasants Forever works to improve the walk-in land habitat around the Mitchell area, within a 35-mile radius. Pheasants Forever Banquet is the Friday night before the pheasant opener at the Corn Palace. The requested \$1,500 would be earmarked towards the youth hunting experience in the Mitchell area. Pheasants Forever budgets \$12,000 to \$15,000 specifically for youth hunting and provides equipment (shells and targets).

Motion: Motion was made by Doug Greenway to award \$1,500 earmarked towards the youth hunt and youth hunting experience in the Mitchell area. Seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

B. Hoop City Classic 2023

Date: December 28th-30th, 2023; **Contact:** Ernie Kuyper; **Grant Request:** \$15,000

Motion: Motion was made by Doug Greenway to award \$10,000 and seconded by Jim

Johnston. All members voted 'Aye' and the motion passed.

C. Dakota Oyate Challenge

Date: January 25th-27th, 2024; **Contact:** Jesse Bien/James Ferrell; **Grant Request:** \$15,000

Motion: First motion was made by LaRee Rumbolz to award \$5,000. Motion failed due to lack of a second. The second motion was made by Dave Helleloid to award \$2,500. Also, Dave included in the motion that he would take the lead and reach out to Mitchell hotels/motels to find and comp 11 rooms for DOC officials for four nights during the event. Kevin Nelson seconded the motion. All members voted 'Aye' and the motion passed.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb reviewed the financial report as of October 3rd, 2023. Total Fund Balance of \$73,633.02. There are four committed items/events where the checks have not been written. Current Available Fund Balance of \$29,633.02. Collections in September (for August records) were \$26,449.50 and there are 3 hotels/motels that have not submitted their collections. YTD comparison for collections were: down 4.7% from 2022, down 2.5% from 2021, up 28.7% from 2020, down 2.8% from 2019, and down 2.4% from 2018.

Also, Aaron shared that the \$1.00 collection will end on October 31st and hotels will have the voluntary option to collect and submit the \$1.00 until the end of 2023. Any revenue submitted from the voluntary collection will go to the Sports & Events Authority. All hotels/motels will be notified of this via email & letter by the end of next week.

Request to have the City of Mitchell Finance Office provide and send out a letter to hotels/motels stating the new, adjusted hotel occupancy tax, so hotels/motels can reach out to their Third Party software companies to make the necessary changes before January 1st, 2024.

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

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Form with Financials and SEA Surveys that were submitted from past SEA funded events to the SEA Committee.

A. Evaluation Forms w/Financials

Mitchell Baseball Youth Tournaments (May 6th, June 2nd-3rd, June 17th, & July 14th-16th, 2023)

- The total spectator count was unsure, but many teams and people attended three of the tournaments. The number of hotel/motel room nights sold was uncertain. The hotels/motels contacted were: Days Inn and Hampton Inn. The awarded funds (\$6,000)

were used to pay the umpires and for the hospitality area. Net profits for each tournament were as follows: Early Bird = \$3,700; Teener Tourney = \$50; Harves/Wilson = \$1,525; and State Youth = \$39,656.

- A brief discussion was had about the host site for the upcoming State Youth, State Amateur, and State Legion Baseball Tournaments (2024-2026).

B. SEA Survey(s)

Organization: South Dakota Music Education Association; **Main Contact:** Mike Bossman;

Date Completed: 9/19/2023

Organization: 301 Rodz; **Main Contact:** Steve Bren; **Date Completed:** 9/25/2023

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

South Dakota State Disc Golf Championship (September 22nd-24th, 2023)

- Set up two SEA feather banners at Dry Run Creek Disc Golf Course, right behind hole #1 tee pad.

Special Olympics South Dakota State Fall Classic (September 22nd-24th, 2023)

- Set up one SEA square banner on the fence by the entrance to the east complex (Fields D-G) at Cadwell for Friday's competitions.

OutKasts Car Show (September 22nd-24th, 2023)

- A SEA square banner was displayed next to the registration booth.

Palace City Kiwanis Half Marathon, Relay, 10K, & 5K (October 1st, 2023)

- Set up one SEA feather banner in front of the Corn Palace on Main Street, next to the START and FINISH line of the event.

B. Upcoming Events

- [ACT presents 'On Golden Pond'](#) (October 13th-15th, 2023)
- [VFW Post 2750 Chili Cook-Off](#) (October 14th, 2023)
- [Pheasants Forever Banquet](#) (October 20th, 2023)
- [Breed Life Foundation Event](#) (October 21st, 2023)

- [Heartland Guild Quilt Show](#) (October 21st-22nd, 2023)
- [South Dakota Planners Association Annual Conference](#) (October 24th-26th, 2023)
- [Palace City 8ball Open](#) (October 27th-28th, 2023)
- [Palace City Robot Rumble](#) (November 4th, 2023)
- [DWU Theatre presents 'Hedda Gabler'](#) (November 3rd-5th / 10th-12th, 2023)
- [Veteran's Day Celebration](#) (November 11th, 2023)

- For a full list of events, visit <https://www.mitchellsd.com/events/calendar/2023-10-01>

- Aaron Hieb shared information about upcoming DWU Soccer Youth Tournaments. The annual DWU Indoor Futsal Classic is set for February 23rd-25th, 2024. Also, DWU Soccer is going to host a U10-U18 youth soccer tournament at the Pepsi Soccer Complex in May of 2024.

7. Next Meeting Date

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

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:02 PM.