



Sports & Events Authority Advisory Committee  
612 N. Main, City Hall - Council Chambers  
November 14, 2023

## 1. Call to Order

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

**SEA Advisory Committee members present:** Kevin McCardle, Kevin Nelson, Cory Aadland, LaRee Rumbolz, Emily Liedtke, Tim Smith, and Jim Johnston.

**SEA Advisory Committee members absent:** Mayor Everson, Jill Larson, Doug Greenway, Bryan Dixon, and Dave Helleloid.

**Others present:** Johanna Allen, Stephanie Ellwein, and Aaron Hieb.

## 2. Funding Applications

SEA Grant Application presentations by applicants. The SEA Advisory Committee reviewed applications for grant funding. The following applications were presented and considered:

### A. Dakota Riptide Invite

**Date:** December 1st-3rd, 2023; **Contact:** Jason Wede; **Grant Request:** \$6,000

- Jason Wede and Rob Schelske presented the submitted SEA Grant Application for the Dakota Riptide Invite, which is requesting \$6,000. The Dakota Riptide swimteam in Mitchell currently has 60+ swimmers. They have a new coach in Christian Fossum. The Dakota Riptide Invite is a 3-day meet that begins at 6 pm Friday night and goes through Sunday. Historically, they have had 250-300 swimmers at past meets. Requested funds would be used to provide a high quality hospitality room for officials, pool/facility rent, and pay for hotels to accommodate officials for the weekend.

**Motion:** Motion was made by Tim Smith to award \$3,750 and seconded by Cory Aadland. All members voted 'Aye' and the motion passed.

### B. Hanson Classic - Girls & Boys

**Date:** Girls - January 13th, 2024 & Boys - January 20th, 2024; **Contact:** Jim Bridge; **Grant Request:** \$3,000 (\$1,500 ea.)

- Jim Bridge presented the submitted SEA Grant Application via conference phone to the SEA Advisory Committee. The Hanson Classics have been going on for 40+ years. The classics (Girls & Boys) bring in 16 different schools/teams, Class A & Class B for

each classic, which consists of 8 or 9 games for each classic. The big attraction is being able to play in the Corn Palace. The requested \$3,000 would be used for the hospitality room for the officials, workers, and media personnel. Profit from the event is used towards scholarships that they offer to schools that apply for student/athletes. The estimation of hotel room nights sold is about 100 per weekend.

**Motion:** Motion was made by Jim Johnston to award \$3,000 and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

### **3. Approval of Minutes**

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

### **4. Financial Report**

Aaron Hieb reviewed the financial report as of November 7th, 2023. Total Fund Balance of \$70,416.02. There are four committed items/events where the checks have not been written. Current Available Fund Balance of \$26,416.02. Collections in October (for September records) were \$25,450.50 and all hotels/motels have submitted their collections. No outstanding collections. YTD comparison for collections were: down 3.5% from 2022, down 1.2% from 2021, up 27.4% from 2020, down 1.6% from 2019, and down 1.5% from 2018.

Also, Aaron shared that on Monday, November 6th, the City of Mitchell Finance Office mailed a letter to hotels/motels stating the new, adjusted hotel occupancy tax effective January 1st, 2024. Stephanie shared information about the \$1.00 collection for the pool of \$1,000,000 has been met and that the remaining collections for 2023 would go towards Sports & Events Authority Revenue.

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

### **5. Evaluation Forms/Financials/Surveys**

There were no Evaluation Forms with Financials submitted. Aaron Hieb reviewed the following SEA Survey that was submitted from a past SEA funded organization/event to the SEA Advisory Committee.

#### **A. SEA Survey(s)**

**Organization:** South Dakota Planners Association; **Main Contact:** Amber Vogt; **Date Completed:** 11/7/2023

### **6. Other Items**

Aaron Hieb reviewed the following items with the SEA Advisory Committee:

#### **A. SEA Banners on Display**

Pheasants Forever Banquet (October 20th, 2023)

- Set up one SEA feather banner in the entrance area of the Corn Palace.

South Dakota Planners Association Annual Conference (October 24th-26th, 2023)

- Set up two SEA feather banners at the Highland Conference Center in the Benelli/Winchester Room.

Palace City 8ball Open (October 27th-28th, 2023)

- Hung one SEA square banner on the southside of the fence by Dr. Lucky's patio area.

## **B. "Thank You" Card**

Palace City 8ball Open (October 27th-28th, 2023)

## **C. Upcoming Events**

- [Mitchell Main Street Informational Meeting](#) (November 14th, 2023)
- [Holiday Arts Christmas Show](#) (November 17th-18th, 2023)
- [DWU Women's & Men's Basketball](#)
- [CASA'S Got Talent](#) (November 18th, 2023)
- [Startz and Endz Presents - Rowan Grace LIVE!](#) (November 18th, 2023)
- [Mitchell 5k Turkey Trot](#) (November 23rd, 2023)
- [Christmas at the Palace & Parade of Lights](#) (November 28th, 2023)
- [Not a Silent Night](#) (December 1st, 2023)
- [Coney Island Christmas](#) (December 8th-10th, 2023)

- For a full list of events, visit [Mitchell Area Chamber of Commerce - Events Calendar](#)

## **7. Next Meeting Date**

Kevin McCardle set the next meeting date for Tuesday, December 12th, 2023, @ 2 PM in the City Hall - Council Chambers.

## **8. Adjournment**

There being no further business to discuss.

**Meeting adjourned by:** Kevin McCardle @ 2:37 PM.