



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
January 9, 2024

1. Call to Order

Meeting called to order by: Mayor Everson @ 2:00 PM.

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

SEA Advisory Committee members absent: Jill Larson, Cory Aadland, Bryan Dixon, and Jim Johnston.

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 application(s) were presented and considered:

A. Palace Ice Festival

Date: January 12th-14th, 2024; **Contact:** Brian Bultje; **Grant Request:** \$3,000

- Brian Bultje presented the grant application for the 8th Annual Palace Ice Festival. The event currently has 104 entries with skaters from Pierre, Sioux Falls, Rapid City, and Wyoming. The USA certified judges come from California, New Mexico, and two from Minnesota. The team accountant is coming from Rapid City. There is about the same number of skaters as last year, for the fifty-six events that are going on throughout the event. The biggest expense for the event are the judges, providing meals and hotels. Profits go back into the program and providing clinics throughout the season. There is no gate fee, but they did raise the entry fee. The majority of the skaters and spectators stay overnight for one night.

Motion: Motion was made by Dave Helleloid to approve \$750 and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

B. US Paralympic Hockey Camp

Date: January 17th-21st, 2024; **Contact:** Dan Brennan; **Grant Request:** \$3,500

- Dave Tronnes presented the grant application for the USA Paralympic Sled Hockey Team Camp. Prior to the presentation, we shared a couple of short video clips to

familiarize everyone with sled hockey. Dan Brennan is the Director of USA Hockey, which is a non-profit 501c3. The USA Olympic National Sled Hockey Team, winning 4 gold medals and 5 world championships. They will be in Mitchell for 4 days with two a day practices. On Saturday, the Olympic team will scrimmage the Siouxland Sled Team based out of Sioux Falls. They will contribute over 100 hotel room nights and van rental from Iversons. The team will arrive on the 17th and leave on the 21st. Typically, this event is hosted in a big city down south.

Motion: Motion was made by Tim Smith to approve \$3,500 and seconded by Kevin McCardle. All members voted 'Aye' and the motion passed.

C. DWU/Culvers Girls & Boys High School Basketball Classic

Date: February 9th-10th, 2024; **Contact:** Brad Bartscher; **Grant Request:** \$5,000

- Brad Bartscher and Jason Christensen attended the SEA meeting with Jason Christensen presenting the DWU/Culvers Girls & Boys High School Basketball Classic Grant Application. This will be the 15th year for the boys and 9th year for the girls. There are basically 10 teams/schools out of the 32 that are predicted to provide overnight stays. Scheduling is done so that the further away teams will play either an earlier game or later game. The first game will start at 10 AM on Friday. The grant request would be used for refs and table workers. The profits made from this event are put in a fundraising account, with a majority of the profits going towards athletic scholarships.

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

D. DWU Annual Indoor Futsal Winter Classic

Date: February 23rd-25th, 2024; **Contact:** Nicolas Reinhard; **Grant Request:** \$2,500

- Coach Reinhard & Coach Hakari attended the committee meeting, with Coach Reinhard presenting the DWU Annual Indoor Futsal Winter Classic Grant Application. This is the second year for both Coach Reinhard & Coach Hakari. The objective in the first couple years regarding this event was to build the numbers/teams back to where it was about 5 years ago with former coach Clayton Glasgow. There will be teams from SD, ND, MN, and NE. One of the unexpected costs of last year's event was the championship medals. The biggest expense last year was the referee costs, which this year they are certifying their student-athletes to reduce these costs by almost half. The grant request would be used for the outsourced costs such as: custodians, referee fees, certification costs, and food.
- Coach Reinhard shared information about the work in progress on hosting a summer youth soccer tournament at the Pepsi-Cola Soccer Complex. Tentative date of May 24th-25th.

Motion: Motion was made by Dave Helleloid to approve \$2,500 and seconded by Kevin McCardle. All members voted 'Aye' and the motion passed.

E. Combat Veterans Motorcycle Association Comedy Night

Date: March 16th, 2024; **Contact:** Kim Hamer; **Grant Request:** \$2,000

- Grant application contact did not answer. Aaron received an email from Kim Hamer, that Aaron did not see until after the meeting that her allotted time she blocked off from work was up.
- Grant application tabled and added to the February 13th, 2024 SEA Committee meeting agenda.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb reviewed the Financial Report as of January 5th, 2024. Total Fund Balance of \$87,292.02. There are five committed items/events where the checks have not been written. Current Available Fund Balance of \$42,642.02. Collections in December (for November records) were \$17,824.00 with three hotels/motels that have not submitted collections. YTD comparison for collections were: down 4.5% from 2022, down 1.8% for 2021, up 24.3% for 2020, down 2.3% from 2019, and down 2.9% for 2018.

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

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Forms with Financials that were submitted from past SEA funded events to the SEA Committee:

A. Evaluation Forms w/Financials

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

- The event exceeded expectations. Total spectator count was 20-30. There were 100 participants. The number of total hotel/motel room nights sold was 50ish. The hotels/motels contacted were: Corn Palace Inn, Holiday Inn Express, and Thunderbird Lodge. The awarded funds (\$1,500) were used for porta potties, trophies, signage, park closure and insurance certificate fees. No net profit.

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

- The event was hosted above expectations, runner registrations were up about 20% this year, and they appreciate the Sports & Events Authority's continued support of the event. Total spectator count was 400+. There were 225 participants. The number of total hotel/motel room nights sold was 40. The hotels/motels contacted were: AmericInn, Days Inn, and Kelly Inn. The awarded funds (\$2,000) were used for the

race medals. Net profit for the event was \$6,928.44, which will be used for Kiwanis Woodlot Park improvements, scholarships, Girls on the Run, Abbott House, First Responder Blanket Project, and other children's initiatives.

Dakota Riptide Invite (December 1st-3rd, 2023)

- The event met expectations. Total spectator count was 550. There were 282 swimmers. The number of total hotel/motel room nights sold was 65. The hotels/motels contacted were: Comfort Inn & Suites, Hampton Inn, and Holiday Inn Express. The awarded funds (\$3,750) were used to pay for the pool and sound system rent, lifeguard wages, and other facility expenses. Net profit for the event was \$16,349.97, which will be used to help fund the swim team and keep our monthly dues affordable.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Hoop City Classic (December 28th-30th, 2023)

- Mitchell Sports & Events Authority banner is permanently hung in the Hospitality Room. Also, the Mitchell Sports & Events Authority logo is published on page 2 of the digital program, as well as displayed on the digital billboards throughout the Corn Palace.

B. Upcoming Events

- MHS Girls & Boys Basketball
- DWU Women's & Men's Basketball
- **Hanson Girls Classic** (Saturday, January 13th)
- USA National Paralympic Sled Hockey Team Camp (Wednesday, January 17th-Saturday, January 20th)
- Comedy Night at the Highland (Friday, January 19th)
- **Hanson Boys Classic** (Saturday, January 20th)
- MHS Friend de Coup Show Choir Community Show (Tuesday, January 23rd)
- **Dakota Oyate Challenge** (Thursday, January 25th-Saturday, January 27th)
- Winter Crazy Days! (Friday, January 26th-Sunday, January 28th)
- Mitchell Virtual Job Fair (Wednesday, January 31st)
- South Dakota No-Till Association - Mitchell Soil Health Event (Thursday, February 8th)

Full list of events - [Mitchell Chamber Events Calendar](#)

***BOLD - Awarded Sports & Events Authority Grant funding.**

7. Next Meeting Date

Aaron Hieb shared the next meeting date for Tuesday, February 13th, 2024, @ 2 PM - City Hall, Council Chambers.

8. Adjournment

There being no further business to discuss.

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