



Corn Palace Events and Entertainment Board - February 2024
City Council Chambers, City Hall, 612 N. Main Street
February 6, 2024

1. Call to Order

Meeting called to order at 4 pm by Chairman John Foster

2. Attendance

Those Attending included: Jean Koehler, Tim Goldammer, Giovanni Lanier, John Foster, Alex Heidinger, Steve Morgan (via audio), Jori Hansen, Craig Stucky and Doug Greenway (Corn Palace)

Those Absent included: Carol Cersosimo, Jordan Gau, Mayor Everson and City Administrator Stephanie Ellwein.

3. Approval Of The Agenda

A. Directors Report of Events and activities:

- **Basketball Games and Tournaments**
- **Inaugural Dakota Oyate Challenge Basketball Tournament**

Doug Greenway reported on the events since January which included the 84 basketball games since January 1 and 52 more in February. All has been going well. Concessions was briefly discussed as some community members are concerned about lines during halftime. Doug and Craig commented that this is being watched and those events that result in over 1000 in attendance will have the south side concessions open. That will include the MHS double header games, youth wrestling, dance recital, and potential SoDak games. The wait times are very manageable with DWU games and single Kernel games. It was discussed that opening the additional concessions for one 15-minute period between games or a 10-minute halftime still results in lines and just slightly higher sales with additional labor costs. Better signage or communication with customers may result in a quicker exchange, It was noted that there are many very young patrons, ages 4-10, that can take additional time when they come to concessions unattended.

Doug reported the the first Dakota Oyate Challenge Tournamnet held January 25-27, with just over \$13000 in ticket sales and over \$21,000 in concessions sales. There were approximately 400 in attendance on any given day in addition to the 350 team members. These 16 teams used approximately 600 hotel rooms in Mitchell during the event. It plans to be rescheduled in

2025 with dates set.

B. 2025 Mural Update with samples

C. Concessions/Box Office Report

Craig reported on concessions sales with strong popcorn ball sales. Total sales was up over \$7000 from the same period a year ago excluding the \$21,000 in sales from the new tournament. two new concessionaires were hired and working their first shift today. The next two week are quite busy, then the we will prepare for post-season games and SoDak 16 games.

4. Approval Of The Minutes

There was a January meeting, so no minutes to approve. The December 2023 minutes were approved with a motion by Gio and 2nd by Gio. All members voted Aye to approve the December minutes.

5. Citizen's Input

There were no guests in attendance to offer citizens input.

6. Executive Session : Motion To Enter Into Executive Session In Accordance With SDCL 1-25-2 (5) To Discuss Marketing And Or Pricing Strategies Of A Publicly Owned-Competitive Business

Motion was made to enter into executive session by Gio and 2nd by Jory. All voted Aye to enter executive session.

Following executive session, Two motions were made.

1. Prices were set for the Hairball concert at \$30/GA advanced tickets and prices moved to \$35/GA for the ticket week of the show beginning April 8th. All seating will be GA standing or sitting. Motion made by Gio , 2nd by Jory. All approved these prices and GA ticket level.

2. The 2nd item required a vote to set pricing and seating for the 2024 Festival show on Thursday, August 22nd. Ticket pricing will include \$70/VIP-Party Pit standing, \$60 reserved seated on the floor and Section A reserved seated, \$45 for Section B reserved and \$35 for Section C reserved. Motion by John 2nd by Gio. All approved this price level.

A. Festival Entertainment update Hairball Concert Pricing discussion

7. Adjourn

Chairman Foster set the date for the March meeting on Tuesday, March 5th at 4 pm in Council Chambers. Meeting adjourned at 5:30 pm.