Corn Palace Events and Entertainment Board - April 2024
City Council Chambers, City Hall, 612 N. Main Street
May 7, 2024

1. Call to Order
Call to Order by Chairman John Foster at 4:02 pm

2. Attendance
Those present included: John Foster, Steve Morgan, Jean Koehler, Jory Hanson(4:30 pm) Carol Cersosimo, Tim Goldhammer, Alex Heidinger, Gio Lanier, Doug Greenway and Craig Stucky from the Corn Palace and Stephanie Ellwein, City Administrator. Absent were: Jordan Gau, and Mayor Everson.

3. Approval Of The Agenda

A. Corn Palace Plaza Expansion Discussion

- **Scoreboard Building could be removed in fall 2024**
- **Planning for plaza expansion to be held thi spring**
- **construction of expanded plaza in 2025**

Councilman Goldhammer requested a discussion with the board to get input regarding the plaza space that will become available once the Scoreboard Pub/Grille is vacated and demolished. The City has a planning meeting on Monday, May 13th to begin planning for this expanded plaza space. Ideas were shared between the board members and will be provided by Mr. Golddammer. Ideas shared included.

- A winter ice rink
- additional shade structures or shade sails similar to the Chamber plaza,
- kiosks that could explain the murals each year from that vantage point. The stories could be exchanged each year.
- Additional seating in the form of benches or tables/chairs
- a kids playground or playspace with turf to limit maintenance may be nice.
- a splash pad or additional water misting feature.
- additional speaker(s) from the plaza stage system to fill that space with sound during performances

B. Directors Report

- **spring events - past and upcoming**
- **First Friday support**
- **Corn Palace Maintenance**
    - **540 seat covers are completed, being installed**
    - **cleaning of chair backs and seats**
    - **painting/repair as needed**
    -

Doug reviewed the Hairball show with 1171 tickets sold and ticket revenue excluding fees of $38220 which covered the cost of the opener, Hairball, production, setup crew and hotels and food. Alcohol sales were just over $24,000. The circus saw over 6000 attend without any major concerns. The Corn Palace also supported the First Friday event in the plaza and the DWU Commencement with a full house of attendees and graduates. A new event with the MTC Alumni CornHole was held that went well.

Maintenance on the building will continue into the summer. 540 new seat covers are made and delivered. About 50 have been put on, and they will continue over the next month. Doug will include the remaining replacement covers into the 2025 budget request. Cleaning and replace/repair of equipment and displays is being done to prepare for summer tourism. The Gift Shop will move onto the arena floor on Monday May 20th.

C. Box Office/Concessions Report - Craig

- **ticket sales - Hairball, Circus, Scott McCreery**
- **summer concession prep/labor**

Craig report that 843 tickets had been sold for the Scotty McCreery Show and the Skillet tickets are schedule to go on sale beginning Friday. Summer staffing is in place for concessions and summer events.

4. Approval Of The Minutes

A. No April Meeting to report minutes

5. Citizen's 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

A. Festival Entertainment Discussion and pricing for Skillet Concert

Following executive session ticket pricing for Skillet was set at the following levels:
Party Pit Standing - $70
Floor and Section A reserved - $60
Section B reserved - $50
Section C reserved - $35
Additional $5 upcharge for front row seats in all reserved sections.

7. Adjourn

Meeting was adjourned at 5:02 by chairman John Foster