



Corn Palace Events and Entertainment Board - June 2024
City Council Chambers, City Hall, 612 N. Main Street 4 pm
June 4, 2024

1. Call to Order - 4 pm

Meeting called to order by Chairman John Foster at 4 pm

2. Approval Of The Minutes

Chairman Foster asked for a motion to approve the minutes. Doug Greenway asked to add Concessions Discussion to the agenda below Box Office Report.

Motion to approve the agenda with that change was approved by Jorday Gau and 2nd by Gio Lanier, All vote Aye.

A. May Meeting Minutes

A motion to approve the May minutes was called by John Foster. A motion was made by Jordan Gau and 2nd by

3. Attendance

Those in attendance included: Alex Heiting, Carol Cersosimo, Gio Lanier, Jordan Gau, John Foster, Tim Goldammer, Jori Hansen, Stephanie Ellwein-City Administrator, Craig Stucky-Box Office Supervisor and Doug Greenway-Director. Absent were Steve Morgan, Jean Koehler, and Mayor Everson

4. Approval Of The Agenda

A.

1. Directors Report of past and upcoming events

- MHS Athletic Banquet, MTC Graduations, FFA Banquet, MHS Graduation, Chamber Gift Shop
- National Travel and Tourism Week, May 19-25
- Visitor Numbers

2. Box Office Report

- Ticket Sales

3. Festival Marketing

- radio, posters, interviews currently running

- festival posters, banners, CP Float for parade and display

4. Festival Sponsorships

- levels of sponsorship
- solicitation of sponsors

Doug report that these May events went well with over 24,000 attending the May 1 - May 19th events. Including over 4500 for MTC Graduations and 3000 for MHS Graduation.

The Gift Shop staff moved in beginning May 20th and were setup and ready for retail business on Friday the 24th and Memorial Day Weekend. May 19th - 25th was National Travel and Tourism week and the Corn Palace was lit Red each night to celebrate the impact of tourism in our state. Davison County had over 4 million dollars in tourism impact to our communities.

Mitchell is part of the SE South Dakota tours region which saw the highest visitor spending in the state, beating out the very popular Badlands and Black Hills Regions. It was noted that Sioux Falls is part of this SE region as well.

Doug Report on Visitor numbers for the first two weeks of summer. Week one saw 9385 visitors thru the Corn Palace which was 2% higher then the same days last year, Week 2 showed 8568 visitors which was down from the same week in 2023. This visitor numbers will be sent to the Corn Palace Events and Entertainment Board for the remainder of the summer.

Craig report Scotty McCreery ticket sales of 1042 and Skillet tickets of 358 sold.

Tim Goldammer requested a discussion on concession sales, particularly the cost of alcohol within the Corn Palace with the general acceptance that our prices were low and would be revised for the 2024 Festival. Consideration of selling larger 16 oz cans at our concerts and charging more for the canned cocktails. Outdoor events will have a different price because of the smaller cup sizes for First Friday/Pre-Sturgis parties. Doug will have a price list of alcohol to provide to the board and discuss in July and determine and what if any changes need to be made.

Festival Marketing - Doug provided the board with an outline of the Festival Marketing plan and total budget of \$22250. There will be an additional \$2500 available from Gold Star Amusement to use specifically for marketing the Midway. The largest percentage of radio and social media are for the concerts only. Tim commented that most of his information is found via Facebook and felt that was a direction for younger audiences. That plan can be on the documents attached to the minutes.

Festivbal Sponsorship were discussed with each Board Member receiving the 2023 list of donors with a goal to increase sponsorships. Doug provided a 2024 list of business and asked Board Members to solicit from those business that they may have a relationship with or be willing to support the festival. He requested these sponsorship be secured by Friday, June 14th so the festival posters can be created and distributed with the Donors on them.

5. Citizen's Input

There was no Citizens input from anyone in attendance.

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. Grower Contract with Brett Lowery - 3-years
Gold Star Amusement Contract for 5-years**

The new 5-year Gold Star Amusement Contract was approved and a call for a motion by John Foster, motion to approve by Tim Goldammer and 2nd by Gio Lanier. Motion passed with voting Aye. They asked Doug to comment on the contract that a "minimum" of 20 rides was requested versus approximately. Gold Star has done a nice job with the carnival portion for the past 10-years.

7. Adjourn

John Foster called for adjournment at 5:10 pm with the next meeting scheduled for Tuesday, July 9th at 4 pm.