



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
June 11, 2024

1. Call to Order

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

SEA Advisory Committee members present: Mayor Everson, Kevin McCardle, Jill Larson, Kevin Nelson, Jason Christensen, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston.

SEA Advisory Committee members absent: Cory Aadland, Doug Greenway, and Bryan Dixon.

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

2. Presentation of 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. SEA Promotional Water Bottle Cost Quote

- Aaron Hieb presented and shared the two, SEA Promotional Water Bottle Cost Quote(s), one from McCleod's and the other from Make-It-Mine Design.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb reviewed the financial report as of June 5th, 2024.

Current expenses and award checks that have been written for 2024 are \$50,750.

There is one event that has been awarded funding, but the award check has not been written yet. The SoDak 16 Boys Basketball award check of \$700 will be approved at the June 17th City Council meeting and written June 18th, and put in the mail.

Current Available Fund Balance of \$48,550.

Collections in February (for January records) still has one establishment that has not reported the full collection amount. Collections in May (for April records) are \$24,132.00 with zero establishments past due. The YTD collections for 2024 is \$85,159.50, which equates to 44,995 total room nights sold.

YTD comparison for room nights sold were: up 2.8% (1,273 room nights sold) from 2023, down 0.4% (186 room nights sold) from 2022, up 14.6% (6,556 room nights sold) from 2021, up 20.1% (9,028 room nights sold) from 2020, up 10.6% (4,783 room nights sold) from 2019, and up 5.6% (2,529 room nights sold) from 2018.

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

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Form w/Financials to the SEA Committee:

A. Evaluation Form(s) w/Financials

DWU/Culver's High School Basketball Classic (February 9th-10th, 2024)

- The event exceeded expectations. A total of 34 boys and girls teams competed in the classic. St. Thomas More, Potter County, and Wall stayed at hotels/motels. The hotels/motels contacted were: Comfort Inn & Suites and Hampton Inn. The awarded funds (\$3,000) were used to help pay for officials and table workers. A net income of \$16,104.33 was used towards scholarships for the two basketball programs.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Lowell Rang Memorial Girls Fastpitch Softball Tournament (June 7th-9th, 2024)

- Hung SEA square banner on the fence at the entrance of the east complex at Cadwell Park.

MAC Triathlon (June 8th, 2024)

- A SEA square banner was set up at the finish line at Hitchcock Park.

B. USA Paralympic Sled Hockey Team Camp

January 17th-21st, 2024

- <https://youtu.be/VFurFhzsDuw?si=i5zdSWOKJ3KWaEQu>

C. Upcoming Events

- [Farmers Market](#) (June 12th, 19th, 26th, July 3rd, 10th, 17th, 24th, 31st, August 7th, & 14th)
 - Hitchcock Park
- [Mitchell Municipal Band Concert](#) (June 12th, 19th, 26th, July 3rd, 10th, 17th, 24th, & 31st)
 - Hitchcock Park Band Shell
- [Iverson Auto Hot Rod on Havens](#) (Friday, June 14th)
 - Iverson Auto
- [Heart & Sole Cancer Walk](#) (Friday, June 14th)
 - Hitchcock Park
- [Summer Courtyard Concert Series](#) (June 14th, 21st, 28th, July 5th, & 12th)
 - Palace Park Mall
- [Shootout at the Lake](#) (Friday, June 21st & Saturday, June 22nd)
 - Horseman's Sports Arena
- [Palace City Mountain Bike Classic](#) (Saturday, June 22nd)
 - Lake Mitchell North Trail Loop
- [Vern Eide's Wheels Wednesday](#) (June 26th, July 31st, August 28th, & September 25th)
 - Vern Eide Ford lot
- [Texas 4000 Bicycle Group](#) (Friday, June 28th)
 - The World's Only Corn Palace
- [Mitchell A.C.T Presents "The Suessification of Romeo & Juliet"](#) (June 28th-29th)
 - Mitchell ACT
- [Mitchell Main Street & Beyond: 1st Fridays on Main – Let Freedom Ring](#) (Friday, July 5th)
 - Mitchell Main Street

Complete list of events – [MITCHELL CHAMBER EVENTS CALENDAR](#)

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

7. Executive Session in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information.

Motion: Motion was made by Dave Helleloid and second by LaRee Rumbolz to go into Executive Session. All members voted 'Aye.'

8. Approval of Funding Applications

SEA Promotional Water Bottle Cost Quote

Grant Request: Cost Quote

- The Sports & Events Authority Advisory Committee had discussion, and it was decided not to purchase SEA promotional water bottles at this time.

9. Next Meeting Date

Mayor Everson shared the next meeting date of Tuesday, July 9th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson @ 2:28 PM.