Corn Palace Events and Entertainment Board - July 2, 2024
City Council Chambers, City Hall, 612 N. Main Street
July 2, 2024

1. Call to Order

Meeting was called to order at 4 pm by Doug Greenway due to absence of Board Chair John Foster

2. Attendance

Those attending included: Gio Lanier, Jean Koehler, Steve Morgan, Johanna Allen(in place of Alex Heidinger), Jory Hansen, Tim Goldammer(arrived 4:15 pm), Mayor Jordan Hanson, City Administrator Stephanie Ellwein, Doug Greenway and Craig Stucky from the Corn Palace

Those absent included Alex Heidinger(recognized with new Baby Theodore (Teddy) Heidinger, John Foster, Jordan Gau, Carol Cersosimo

3. Approval Of The Minutes

June minutes were reviewed and motion to approve without changes was made by Jory and 2nd by Gio Lanier. All voted Aye motion passed.

4. Approval Of The Agenda

No changes were made to the agenda proposed.

A. Directors Report

Director Greenway reported on past and upcoming events. The week of June 24th two different bicycling groups overnighted in the armory and made use of the locker rooms and laundry facilities. The Illini400 group stopped on June 26th with 18 riders and a support vehicle, they were biking from New York to San Francisco. The Texas4000 stopped on Friday the 28th. They were traveling from Austin TX to Anchorage AK. Both groups appreciated the accommodations and left Thank You and social media posts regarding their stop. Both groups were promoting cancer awareness and raising funds for the Cancer Societies. Visitor numbers since opening for the Gift Shop have been trending down about 7% from 2023 which reflects a similar number reported by state tourism officials. Johanna reported that while the number of visitors is down a bit, spending is up from 2023. 65,500 visitors have been reported since May 20th with the Gift Shop. Doug reported the Farmers Market had moved to the Hitchcock Park band shell area and vendor numbers are still low with 8, 6, 4 the first 3 sessions. There are new ones coming on July 3rd. The concert attendance has been excellent and the vendors that are there have been doing well. Upcoming events include the

Corn Palace supporting the First Friday event on July 5th with the plaza stage and sound support, bar in the plaza space and garbage in the parking lot, mic/audio out the front of the Corn Palace as well for the contests. The Corn Palace will have a float entry in the Rodeo Parade on July 20th and will support the Pre-Sturigs party on August 1st with plaza stage/sound, garbage, etc. Maintenance issues mentioned were the armory floor has been refinished with new wax and it looks great, nearly all of the soft seats have now been cleaned with some in section C still needing attention.

B. Box Office/Concession Report

Craig reported on ticket sales for festival concerts 1273 sold for the the Scotty McCreery concert and 566 for the Skillet Concert. He mentioned ticket giveaways would be happening on a rock radio channel in Sioux City because the Saul Band is from that area, and rock radio in Sioux Falls was beginning ads this week for Skillet as well. Mayor Hanson mentioned he may be able to sell tickets in bundles around town, because they are reserved seat tickets, the seats will need to be held and then tickets sold and then unsold seats put back into the inventory.

C. Approval of Concessions Discounts

Because discounts from Corn Palace concessions are offered to City Employees, it was requested that the Corn Palace get board approval for these discounts as it impacts city departments other than just the Corn Palace. The memo regarding the discounts was given to the board to review. There were (3) discounts discussed and approved by the board.
1. CP Staff while working can receive free fountain pop, coffee and popcorn
2. Gift shop Staff while working can receive free fountain pop, coffee and popcorn
3. City of Mitchell employees can while working, purchase items from Corn Palace concessions and receive a 40% discount.

It was determined that with the discount, the cost of all items is still covered completely and no additional cost or lost revenue is incurred by the city.
Motion to approve these discounts was made by Steve Morgan and 2nd by Gio Lanier. All members voted Aye to approve these discounts.

D. Discussion and approval of alcohol prices for festival

Tim Goldammer had requested a discussion on drink prices at the concerts. Doug had prepared a chart listing the cost of goods sold for alcohol and current prices charged/. After discussion regarding costs for alcohol in other venues for beer/wine/liquor it was determined that new pricing needed to be put in place for the 2024 Festival concerts. It was proposed the 12 oz canned domestic beers be $7/each up from $5 and craft beers, $8/each, a six pack/bag of domestics would be $35 up from $25 and craft beer bags $37. The canned mixed cocktails will be $8/each up from $6 or a bag of six for $42. The 16 oz mixed drinks will be raised to $10 from $7 and Top Shelf Bourbons/Whiskeys/Vodka will be $12. A motion to approve these prices for the 2024 concerts was made by Gio Lanier and 2nd by Jory Hanson. All voted Aye and motion passed.

5. Citizen's Input

There were no members of the public in attendance, no additional public input was given.

6. Executive Session : Motion To Enter Into Executive Session In Accordance With SDCL 1-25-2 (5) To Discuss producer contracts..

A motion to enter into executive session was made at 4:40 pm by Giovanni Lanier, and 2nd by Tim Goldammer. All voted Aye. No action was taken after the session which ended at 5:20 pm

7. Adjourn

Doug Greenway adjourned the meeting at 5:20 pm with Gio Lanier making a motion and Jean Koehler with a 2nd, all voted AYE. Next meeting date was set for Tuesday, August 6th at 4 pm