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

1. Call to Order

Meeting called to order at 4 pm by Board Chairman - John Foster

2. Attendance

Attendance was taken by Director Doug Greenway.
Present were - Stephanie Ellwein-City Administrator, Mayor Jorda Hanson, Councilman-Tim Goldammer, Doug Greenway and Craig Stucky-Corn Palace. Board Members, Jordan Gau, Jory Hansen, Jean Kehler, Steve Morgan, Carol Cersosimo, Gio Lanier, John Foster.
Absent was Alex Heidinger

3. Approval Of The Minutes

No change or questions regarding the July Minutes. Motion to approve the minutes by Carol, 2nd by Steve. All Members voted Aye

4. Approval Of The Agenda

No changes or questions regarding the agenda. Motion to approve by Gio and 2nd by Tim. All Member voted Aye.

A. Director's Report

- **visitor numbers**
- **decorating update**
- **Farmers Market**
- **Pre-Sturgis Party**

Doug reported visitor numbers since the gift shop moved in on May 20th at 130,000 which is 5% down from the same season and date in 2023. Visitors in 2024 Year to Date have been 226,000 which is 1% over the same period in 2023. The Corn Palace is on target to welcome 400,000 visitors in 2024.

Decorating update was that the straw and sour dock was of good supply and quality. Jeff Hanson, lead decorator has stated that all straw and dock will be applied before losing our summer help in 2-weeks. Corn is growing and should be available following festival. There was some damage from hail to the light brown and medium brown corn which will impact its availability.

Farmers markets have been held on Wednesdays since June 12th with 6-8 vendors in attendance. The move to the Hitchcock park bandshell has provided good shade for the vendors and the City Municipal Band has drawn good crowds of nearly 200 people each Wednesday. This has afforded a good number of people to view the farmers market vendors. The sales of market items has still been fairly slow. There are 3-markets left with August 7th, August 14th with Reed Renken playing music and August 21 will be held in the Plaza as part of the 2024 Corn Palace Festival and will be setup in the Scoreboard parking lot.

The Palace City Pre-Sturgis party was held on Thursday, August 1st. The Corn Palace staff felt it went well, with between 4000-5000 in attendance. We felt both bands did a great job energizing the crowd with great music and the motorcycle stunt show was different this year and very well received.

B. Box Office Concesions Reports

- **sales**
- **new items**
- **concert tickets**

Craig updated the board with current concert ticket sales of $104,885 and 1844 tickets for Scott McCreery and $49,770 and 860 tickets for Skillet. He has introduced the sale of Corn Palace Koozies and coolers at the box office. The cooler will hold a 6-pack of 12 oz drinks and will cost $10. The Koozies cost $4 each. These are meant to be sold during the concerts at festival.

C. 2026 Theme Discussion

- **potential ideas**

Councilman Goldammer asked us to begin the discussion on the 2026 theme for the outside Murals. A list was made in 2020 of upcoming themes, which have all been used by 2024. There was a theme idea from that year for "national parks" which has not been used for some time. However, the 2025 theme has several natural wonders and Doug felt it would be too similar to have "national parks" used immediately following the Wonders of the World. The 2023 discussion of themes ended with the "Wonders Of The World" theme being selected. Additional themes brought forward and will be discussed further at the September meeting included:

- **Corn Palace Kaleidoscope** - which would be many different geometric shapes, designs and patterns.
- "**America250"** Celebration is the official name for celebrating the 250th anniversary of the United States in 2026. There are many events on a national level being planned

this link has more information about that. **https://america250.org/** I believe several murals could be designed around this **Semiquincentennial**

- **SD Movies -** images from movies made in South Dakota, Dances with Wolves, Starship Troopers, Into the Wild, National Treasure-Book of Secrets, North by Northwest, How the West was Won, Nomadland, Thunderheart, Hildalgo, Armageddon, There was a mention of copyright issues, using the names.
- **Fantasy Land** or **Fantasy Creatures -** Cornelius, Jackalope, Fairy, Hobbit, Mermaid, Loch Ness, Elves, Big Foot, Dragons,Unicorn, Leprochauns,Gnome, Werewolf, Aliens
- **Story Book Theme -** potential to partner with an author to create a story with images that could be placed on the outside murals. Maybe an existing story or potentially a new one.

D. 2024 Festival Schedule and request for support

Doug went through the festival schedule for 2024 to request volunteers for ticket scanning, ushering for Thursday/Saturday concerts, judging for the expo (Jean, Gio, Carol) volunteered to judge beginning at 5 pm on Wednesday the 21st. If board members/family can help with these tasks please send an email to Doug with your availability.

5. Citizen's Input

No citizen imput was taken with no one in attendance from the Community.

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

No Executive session was held.

7. Adjourn

Adjournment was made at