



Corn Palace Entertainment Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
June 3, 2025

1. Call to Order

Chairperson John Foster called the meeting to order at 4:00 PM.

2. Attendance

Members present were Johanna Allen, Jason Bates, Nancy Conzemius, John Foster, Tim Goldammer, Jory Hansen, and Giovannie Lanier. Members absent were: Christie Gunkel and Steve Morgan. Also present were Corn Palace Director Dave Sietsema, Mayor Jordan Hanson, and City Administrator Stephanie Ellwein.

3. Approval Of The Agenda

Motion by Goldammer, seconded by Lanier to approve the agenda as presented. All members voting "aye". Motion carried.

4. Approval Of The Minutes

Motion by Allen, Seconded by Lanier to approve the minutes with one change, adding Steve Morgan to the attendance list. All members voting "aye". Motion carried,

5. Citizen's Input

No Citizen's input was received.

6. Directors Report

Corn Palace Dave Sietsema reviewed upcoming events at the Corn Palace including First Friday on June 6, the Farmers Market on Saturday, June 7th; and graduations that happened in May. Visitor Numbers January 1- May 30 are up 3% with a total door count of 125,596 people.

7. Sponsorship List

Corn Palace Director Dave Sietsema reviewed the sponsorship list from the 2024 Festival and asked that board members assist in contacting sponsors for the 2025 Festival.

8. Jump-Starting marketing for Friday night Festival Concert

The board discussion the Friday night concert announcement and social media marketing. Additionally, Sietsema requested that two board members lead a subcommittee to look for ways to do additional marketing and reaching out to community groups about interest in the

Friday night concert. Allen stated that she would reach out to the two methodist churches.

Tim Goldammer volunteered to assist reaching out to community groups and church groups as did Jory Hanson. Motion by Lanier, seconded by Bates to appoint a subcommittee of Allen, Hansen, and Goldammer for the Friday night concert. All members voting "aye". Motion carried.

9. Revisit and open discussion on concessions general operating procedure.

Corn Palace Director Sietsema brought the concessions operating procedures that were discussed by the board in June. Goldammer discussed that the previous discussion was wanting to have in place a standard for the number of tills open for an event based on the expected attendance. The previous suggestion showed that events that had over 500 people would have a minimum of four tills open (both sides of concession stands). Board members discussed whether this should vary depending on the type of event being held in the building. Board members asked for the cost that is realized as more tills are open and whether this could be a charge for the event rental in future years. Another idea discussed was taking the most frequently bought items and moving them to an easier "grab and go" location to help with the lines and wait time. Members also discussed whether or not the concession stand needs to be open in the winter months when events are not taking place. However, board members noted that popcorn balls are requested during that time. Allen suggested that maybe the gift shop could sell the items for the Corn Palace and remit the revenue back to the Corn Palace since the gift shop would already be open.

10. Unveil the 2026 Corn Palace Murals

Sietsema shared the final images for the 2025 Corn Palace Mural Theme "250 years of America". The Corn Palace will be pursuing bringing in a contractor to hang the corn for the 2026 murals with the goal to have them done by Thanksgiving.

11. 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

Motion by Goldammer, seconded by Lanier to enter into executive session according to SDCL 1-25-2(5). All members voting "aye". Motion carried.

Chairperson Foster declared the board out of executive session at 4:58 pm.

12. Action to approve food and beverage pricing for 2025-2026.

Based on feedback received, board members would like to set new pricing for alcohol sales on Frist Fridays. Motion by Goldammer, seconded by Lanier to approve alcohol pricing for first Fridays: Beer \$5, Shots \$5, Selzers \$6, Mix Drinks \$8. all members voting "aye". Motion carried.

13. Action to authorize Corn Palace Director to sign festival contract for Friday night's unnamed artist contract.

Motion by Goldammer, seconded by Allan to authorize the Corn Palace Director to sign the Entertainment Contract for Friday night entertainment, Micah Tyler, when it becomes available. All members voting "aye". Motion carried.

14. Adjourn

There being no further business, the board adjourned at 5:04 pm.