



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
April 14, 2026

1. Call to Order

Meeting called to order by: Kevin McCardle at 2:00 PM

SEA Advisory Committee members present: Kevin McCardle, Jill Larson, Kevin Nelson, Cory Aadland, Jason Christensen, Dave Sietsema, LaRee Rumbolz, Emily Liedtke, Tim Smith, Jim Johnston, Scott Morgan

SEA Advisory Committee members absent: Mayor Hanson and Dave Helleloid

Others present: Aaron Hieb, Stephanie Ellwein, Johanna Allen

2. Presentation of Funding Applications

SEA Grant Application presentations by applicants.

The SEA Advisory Committee reviewed applications for grant funding.

The following applications were presented and considered:

A. Early Bird Baseball Tournament

Jim Johnston spoke on behalf of and presented the Mitchell Baseball Association Early Bird Baseball Tournament Grant Application, which is requesting \$2,500.

- Jim shared that the tournament will be a one-day tournament on Saturday, May 2, 2026, at Cadwell Sports Complex. Currently, there are 27 teams registered, and he shared where some of those teams are coming from. Last year (2025), the tournament had 42 teams participate. The grant request of \$2,500 will go towards umpire and field usage fees. Any profits from the tournament will be put back into the Cadwell Sports Complex for maintenance and upgrades.

B. Memorial Weekend in Mitchell

Elizabeth Luczak spoke on behalf of and presented the MMS&B Memorial Weekend in Mitchell Grant Application, which is requesting \$2,000.

- Elizabeth shared that Memorial Weekend in Mitchell will take place on Saturday, May 23 on Mitchell's Main Street. She shared a timetable and overview of the events taking

place throughout the day. Also, she shared some of the marketing criteria and exposure that the Mitchell SEA would receive if awarded funding for the event. The grant request of \$2,000 will go towards costs for out-of-state marketing, BBQ Ribs for the contest, and the Kid Pedal Pull awards.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb reviewed the financial report as of April 9, 2026.

Current expenses and award checks that have been written for 2026 are \$80,100.

Current Available Fund Balance of \$69,900.00.

Collections in February 2026 (for January 2026 records) are \$14,670.00 with (1) establishment past due.

Collections in March 2026 (for February 2026 records) are \$16,786.00 with (1) establishment past due.

The YTD collections for 2026 are \$48,047.00, which equates to 24,024 total room nights sold.

YTD comparisons of room nights sold were: down 7.5% (1,808 room nights sold) from 2025, down 0.2% (48 room nights sold) from 2024, up 2.1% (500 room nights sold) from 2023, down 2.6% from 2022, up 20.9% from 2021, and down 10.6% from 2020.

Motion: Motion was made by Kevin Nelson to approve the financial report as presented, and seconded by Jill Larson. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Form(s) w/Financial(s) with the SEA Committee:

A. Evaluation Form(s) w/Financial(s)

Powerplay Hockey Clinic (October 3-5, 2025)

- The event met (3) expectations. The goal going forward is to get more participation from kids outside the Mitchell area. The total participants were 53; Mitchell, Yankton, Huron. The estimated number of total hotel room nights was approximately 10. The funds awarded (\$2,000) were used for advertising, posters, and players' gifts and apparel. Net loss of (\$84.36).

Palace Ice Festival (January 16-18, 2026)

- The event was Above (4) expectations. This year's event was a success and SEA's support helps to offset some of the event expenses. The total spectator attendance was approximately 345. The total participants were 43 skaters, 13 coaches, 5 US Figure Skating Judges and Representatives. The estimated number of total hotel room nights was approximately 42-45. Next year's date: January 14-16, 2027. The funds awarded (\$750) were used to offset expenses. Net profit of \$1,598.05, which allows the club to continue to bring in experienced higher level coaches, whether in person or via virtual lessons, as to allow for the continued growth of skating skills for the skaters.

Mitchell Show Choir Classic (February 20-21, 2026)

- The event was Above (4) expectations. The event went smoothly and was enjoyed by all who attended. The total spectator attendance was approximately 1,000. The total participants were 11 teams; Sioux Falls, Harrisburg, Vermillion, Sloan (IA), Omaha (NE). The estimated number of total hotel room nights was 0. Next year's date: February 20, 2027. The funds awarded (\$3,500) were used for production of the event. Net profit of \$21,532.84, which will assist with production and travel costs.

SD Swimming 13 & Over State Championships (February 26-March 1, 2026)

- The event was Above (4) expectations. Slightly disappointed in the amount awarded from the SEA. The total spectator attendance was approximately 400+. The estimated number of total hotel room nights was approximately 405. The funds awarded (\$2,500) were used to pay off operating expenses. Net profit of \$6,550.92, which will be used to help fund the club.

SD Middle School All-State Band (March 6-7, 2026)

- The event was Above (4) expectations. The total spectator attendance was approximately 1,000. The total participants were 200. The estimated number of total hotel room nights was approximately 200+. Next year's date: March 5-6, 2027 in Brookings, SD. The funds awarded (\$2,000) were used towards directors hotels, directors meals and gas, kids water and snacks, directors lounge, director's workshop fees. Total expenses of \$2,541.

Knights of Columbus Special Olympics State Basketball Banquet (March 28, 2026)

- The event met (3) expectations. Served over 500 athletes. The total spectator attendance was approximately 500+. The estimated number of total hotel room nights was approximately 601-650. Next year's date: March 27, 2027. The funds awarded (\$1,200) were used to pay for meal expenses. No profit. Total expenses of \$1,538.63.

6. Other Items

Aaron Hieb shared the following information with the SEA Committee:

A. Upcoming SEA Events

Complete list of events – [MITCHELL CHAMBER EVENTS CALENDAR](#) & [Mitchell SD Events Facebook](#)

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

Motion: Kevin Nelson made a motion to go into Executive Session at 2:22 PM, and was seconded by Tim Smith. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Early Bird Baseball Tournament

Date: May 2, 2026; **Contact:** Jim Johnston; **Grant Request:** \$2,500

- **Motion:** Motion was made by Tim Smith to award \$2,500, and seconded by Scott Morgan. (10) members voted 'Aye' and the motion passed.
- **Abstain:** Jim Johnston abstained from voting.

Memorial Weekend in Mitchell

Date: May 23, 2026; **Contact:** Elizabeth Luczak; **Grant Request:** \$2,000

- **Motion:** Motion was made by Cory Aadland to award \$1,500, and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, May 12, 2026, at 2 PM — City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle at 3:00 PM