



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
August 18, 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, Dave Sietsema, LaRee Rumbolz, Dave Helleloid, Tim Smith, Jim Johnston, Scott Morgan

SEA Advisory Committee members absent: Mayor Hanson, Kevin Nelson, Cory Aadland, Jason Christensen, Emily Liedtke

Others present: Aaron Hieb

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. Mitchell Area Bass Clef Festival

Nicolas Caberos spoke on behalf of and presented the Mitchell Area Bass Clef Festival Grant Application, which is requesting \$2,500.

- Nicolas shared that this would be the first annual event, which would take place on Monday, September 14, 2026, at the Mitchell High School Performing Arts Center with the final performance at 5:30 PM. When deciding to host an event like this, Nicolas attended and referenced a similar event being hosted on the campus of the University of Nebraska-Lincoln. The event is expecting around 250 6th-12th grade students from across the state of South Dakota along with 30 directors from participating schools. The grant request will go towards paying the clinicians. The event is not for profit based, and any excess funds will go towards paying the clinicians for the following years.

B. Cornicupia 2026

Scott Mullenmeister spoke on behalf of and presented the Cornicupia 2026 Grant Application, which is requesting \$5,000.

- Scott shared that the 3rd annual two-day tournament will take place on September 26–27, 2026, at the Pepsi-Cola Soccer Complex. The tournament will host 9U-14U teams from across the state of South Dakota. The first year of the tournament had 41 teams, the second year had 52 teams, and currently, they have 14 non-Mitchell teams signed up with a promising outlook for this year's tournament. The grant request will go towards their biggest expense, which are referee fees. Profits from the tournament will go towards the Mitchell Soccer Association — coaches pay, field use costs throughout the year, and new equipment.

C. Palace City Kiwanis Half Marathon 10K 5K & Kids Fun Run

Julie Hart Schutte spoke on behalf of and presented the Palace City Kiwanis Half Marathon 10K 5K & Kids Fun Run Grant Application, which is requesting \$1,000.

- Julie shared that the 9th annual event would start with the Kids Fun Run on Saturday, October 3 and conclude with the Half Marathon, 10K, & 5K starting at 7:30 AM on Sunday, October 4, 2026, in front of The World's Only Corn Palace. They currently have 127 participants signed up, which is up from 2025 (77). There are 12 states represented so far. Last year, they received feedback that 17 room nights were accounted for, and so far, for 2026, that number is at 12 room nights with more responses yet to come. The grant request will go towards the different sponsorship levels, which account for event promotion, runner awards / T-shirts, and other race expenses, including the timing system. Profits from the event directly benefit children's initiatives throughout the Mitchell community.

D. South Dakota Parks and Recreation Annual Conference

Kevin Nelson joined via conference phone and spoke on behalf of and presented the South Dakota Parks and Recreation Annual Conference Grant Application, which is requesting \$5,000.

- Kevin shared that every 10 years the annual state rotation of the conference lands in Mitchell, SD. This year the conference will be October 6–8, 2026, at the Highland Conference Center. The average attendance for the last two years (Sioux Falls / Spearfish) was around 121 participants. The annual conference is the only revenue-producing event / fundraiser that the state association hosts, so the grant request will go towards expenses of hosting the conference in Mitchell, SD. Profits from the conference go to the state association.

3. Approval of Minutes

Motion: Motion was made by Dave Sietsema to approve the previous meeting minutes as presented, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of August 18, 2026.

Current expenses and award checks that have been written for 2026 are \$118,450.00.

Current Available Budgeted Balance of \$70,740.00.

Collections in February 2026 (for January 2026 records) are \$14,710.00 with all collected.

Collections in March 2026 (for February 2026 records) are \$16,826.00 with all collected.

Collections in April 2026 (for March 2026 records) are \$18,688.00 with all collected.

Collections in May 2026 for (April 2026 records) are \$21,326.00 with all collected.

Collections in June 2026 for (May 2026 records) are \$26,840.00 with (1) establishments past due.

Collections in July 2026 for (June 2026 records) are \$33,940.00 with (1) establishment past due.

An average from past year's shows that the establishment past due will account for approximately 1,300–1,500 room nights, once collected.

The YTD collections for 2026 are \$148,921.00, which equates to 74,461 total room nights sold.

YTD comparisons of room nights sold were: down 6.2% (4,608 room nights) from 2025, down 3.2% (2,359 room nights) from 2024, down 0.9% (676 room nights) from 2023, down 4.6% from 2022, up 2.2% from 2021, and up 27.3% from 2020.

The committee had some additional discussion about reasons for the shortfall in room nights so far in 2026.

Motion: Motion was made by Tim Smith to approve the financial report as presented, and seconded by Scott Morgan. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

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

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

Lucky Devils Adult Hockey Tournament (April 10-12, 2026)

- The event Met (3) expectations. The event cannot grow without another sheet of ice. The total spectators were between 600–800. The total participants were 22 teams, which accounts for approximately 308 players. Teams came from: Fargo, Minneapolis, Wisconsin, Sioux Falls, Sioux City, Aberdeen, Minnesota, Pierre, Watertown, Huron, and Mitchell. The estimated number of total hotel room nights was approximately 165–

200. Next year's event will be April 9–11, 2027. The funds awarded \$4,000 were used to pay for expenses such as the ice rental fees. The Net Profit of \$11,049.95 goes towards the sponsorship of all 8U hockey players in Mitchell as well as a couple of development clinics throughout the year.

DWU Spring Golf Invitational (April 12–13, 2026)

- The event was Below (2) expectations. They fell short of the number of golfers expected. The total spectators were between 100–150. The total participants were 72 golfers and 12 coaches. Teams came from: Yankton, Missouri, North Dakota, Kansas, and Mitchell. The estimated number of total hotel room nights was approximately 70–90. Next year's event will be April 11–12, 2027. The funds awarded \$3,000 were used to pay for the coach's meals, complimentary water on the course, green fees and coaches gift. The Net Profit of \$5,026.69 will go towards the Men's & Women's golf programs to assist in expenses to compete at premier golf course in the US.

B. Thank you card

MAC Triathlon / Palace City Mountain Bike Classic (MAC Area Events, INC.)

6. Other Items

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: Dave Sietsema made a motion to go into Executive Session at 2:28 PM, and was seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Mitchell Area Bass Clef Festival

Date: September 14, 2026; **Contact:** Nicolas Caberos; **Grant Request:** \$2,500

- **Motion:** Motion was made by Dave Helleloid to award \$1,000, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

Cornicupia 2026

Date: September 26–27, 2026; **Contact:** Scott Mullenmeister; **Grant Request:** \$5,000

- **Motion:** Motion was made by LaRee Rumbolz to award \$5,000, and seconded by Scott Morgan. All members voted 'Aye' and the motion passed.

Palace City Kiwanis Half Marathon 10K 5K & Kids Fun Run

Date: October 3-4, 2026; **Contact:** Paula Deckert; **Grant Request:** \$1,000

- **Motion:** Motion was made by Dave Helleloid to award \$750 with \$250 going towards the Shirt Sponsor Level, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

South Dakota Parks and Recreation Annual Conference

Date: October 6-8, 2026; **Contact:** Kevin Nelson; **Grant Request:** \$5,000

- **Motion:** Motion was made by Tim Smith to award \$2,500, 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, September 8, 2026, at 2 PM — City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle at 2:46 PM