

2/4/2020 - Minutes

1. 4:00 P.M. Call To Order

By chairman Ron Kogel. Attending - Jeff Smith (Council), Jeri Mickelson and Doug Greenway (Corn Palace), Jean Koehler, Steve Morgan, Stacy Giblin, Nick Bakhtiari, Brad Zimmerman, and Susan Kiepke. Absent, Nikki Fredericksen, Stephanie Ellwein (City Administrator), Mayor Everson.

2. Approval Of Agenda

by board member Sue Kiepke and seconded by Steve Morgan.

A. Entertainment/Concert Update - Information Only

- *Corn Palace Director Doug Greenway shared with the Board that the Oak Ridge Boys because of routing had requested to play at the Corn Palace on Thursday, March 19th 2020. This is a facility rental. Greenway was also contacted for another rental - 90's Hip Hop party which will take place on Saturday, April 11th.*
- *The Chamber of Commerce will be handling all of the marketing for festival. Greenway received an initial draft of their marketing plan, and once it's scaled for our budget it will be presented to the Board.*
- *The third act for festival will be announced pending marketing strategies of the Chamber.*
- *There will be a "Welcome" concert in the Palace Plaza for all for all DWU and MTI students in September. More to come.*

B. Festival Street Layout Discussion

A proposal by the board was to leave 5th and Main open for parking and find space North of 6th and Main for the specialty vendors. The goal is to keep everything north of 6th Street. Greenway will work on the street closings and proposal for city council with the boards recommendations. Greenway will request that the city parking lot, Corn Palace lot and the ACT Pepsi Cola Theatre to be closed. Greenway will also contact Slumberland.

Murals

Greenway reviewed with the Board some sketches for next year's murals to go along with the theme "Stay and Play". They reviewed drafts from the Dakota Wesleyan art students. Greenway will send these out electronically to the board for feedback. Would like to have these narrowed down by April. The board asked that head decorator Jeff Hanson be present at this meeting to get his input.

C. Vendor Lineup And Approval Discussion

The Board discussed keeping the 5th and Main parking lot open and trying to keep all vendors north of 5th street if possible. Greenway noted he will check into a few areas for possible vending options. The Corn Palace Board will request that the City parking lot, Corn Palace parking lot and the ACT parking lot be closed for the 2020 festival. Motion made by Zimmerman and seconded by Kiepke for Greenway to make the proposal to City Council for the closures.

Greenway also noted that the Department of Revenue would like the vendors to disclose their daily sales for sales tax purposes. The Corn Palace festival vendor application is currently be edited to include a mandatory daily report sheet.

D. Pop Up Shops Display Discussion

Greenway informed the board there has been 4 pop up shops so far at the basketball games. Sales have been good and he has received good feedback from the owners. They have been happy with sales.

E. 2020 Festival Sponsor Levels

Levels of sponsorship will remain the same as 2019 festival for 2020 festival.

3. Action To Approve Minutes

Minutes approved by board member Steve Morgan, seconded by Jean Koehler on condition that correction to January's minutes reflect the executive session since it was omitted.

4. PUBLIC INPUT: If You Need To Address The Corn Palace Events & Entertainment Board On An Item That Was Not On The Agenda, Excluding Personnel Items, Please Come Forward To The Podium And State Your Name And Your Concern. Presentations Are Limited To Three Minutes. Items Will Be Considered But No Action Will Be Taken At This Time.

5. 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

6. Adjourn

By Chairman Ron Kogel at 5:23 pm