



10/11/2022 - Minutes

1. 2:00 P.M. Call To Order

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

SEA Committee Members present: Kevin McCardle, Jill Larson, Kevin Nelson, Cory Aadland, Doug Greenway, Bryan Dixon, Dave Helleloid, and Jim Johnston.

SEA Committee Members absent: Mayor Bob Everson, Jon Hart, LaRee Rumbolz, Emily Liedtke, and Tim Smith

Others present: Stephanie Ellwein, Tiffany Batdorf, and Aaron Hieb

2. Funding Applications

SEA Committee reviewed applications for grant funding. The following applications were presented and considered:

A. Pheasant Country, Chapter 872: Pheasants Forever Banquet

Date: October 14th, 2022 **Contact:** Kevin Bruscher/Doug Backlund, Pheasant Country, Chapter 872
Grant Request: \$1,500

Doug Backlund spoke to the Committee regarding the Pheasants Forever Banquet and shared some background about the Pheasant Country, Chapter 872 organization itself. The Pheasants Forever Banquet held in Mitchell, SD each year is the largest of its kind in the United States. They estimate about 50% of attendance will be out of state visitor's/hunters and the other half will be from Mitchell and the surrounding area. Doug talked about the Youth Hunt the Pheasant Country, Chapter 872 puts on each year. This year it took place at the Tupper Ranch and Pheasant Country released approximately 100 raised pheasants (100 x \$20/bird) to help with the youth experience and enjoyment of the hunt.

Motion: Doug Greenway motioned to award \$1,500 with the funding amount earmarked towards youth hunting.

Second: Jim "Jocko" Johnston seconded the motion. All voted 'Aye' and motion passed.

B. Dakota Wesleyan University Athletics: NAIA Women's Volleyball National Championship Opening Round

Date: November 19th, 2022 **Contact:** Jon Hart, DWU **Grant Request:** \$1,000 - \$1,500

BID Packet due by: November 1st.

Lindsey Wilber, DWU Head Women's Volleyball Coach, spoke to the Committee about the opportunity to host an opening round match for the NAIA Women's Volleyball National Championship. DWU won their hosted opening round match last year against St. Xavier. If DWU is granted an opening round match, the match will take place Saturday, November 19th in the late afternoon/evening after the Women's Basketball game against College of St. Mary. Volleyball is the fastest growing women's sport in the world.

Motion: *Bryan Dixon motioned to award \$1,500.*

Second: *Cory Aadland seconded the motion. All voted 'Aye' and motion passed.*

Abstain: *Jon Hart abstained from voting.*

C. Combat Veterans Motorcycle Association: 2nd Annual CVMA Comedy Night

Date: *March 18th, 2023* **Contact:** *Kim Hamer, CVMA* **Grant Request:** *\$2,750*

Kim Hamer presented her event and submitted grant application over the conference phone in the Council Chambers. The Combat Veterans Motorcycle Association is a national organization with different chapters throughout each state. This chapter is based out of the Sioux Falls area. Their primary focus are veterans. This is the second annual CVMA event. The organization and participants/attendees had such a great experience in Mitchell last year, so they wanted to bring the event back. The headline comedian this year is Bobby Henline.

Motion: *Bryan Dixon motioned to award \$1,800.*

Second: *Doug Greenway seconded the motion. All voted 'Aye' and motion passed.*

D. Powderhorn Ranch Regulators: SD State And High Plains Territorial Cowboy Fast Draw Championship

Date: *August 15th-20th, 2023* **Contact:** *Diane Royalty/Troy Bollock, Powder Horn Ranch Regulators* **Grant Request:** *\$5,000*

Diane and Troy presented the funding application and past event budget/financials. The event in 2023 will be its 20th Anniversary and they expect it to be the biggest yet, with over 125 shooters. The grant funds will go towards the prize payouts for the SEA Sponsored Shoot. This SEA Sponsored Shoot will take place on Tuesday and be used as an incentive for all or most of the shooters to come to Mitchell for the entire shooting competition. Each day the competition ends in the afternoon or early evening so the competitors and their families can experience Mitchell. A goal over the next few years for this event is to incorporate and involve Veterans and signify the impact they have made across the country.

Motion: *Dave Helleloid motioned to award \$3,000 towards the SEA Sponsored Shoot/Event.*

Second: *Kevin Nelson seconded the motion. All voted 'Aye' and motion passed.*

3. Approval Of Minutes

Motion: *Cory Aadland motioned to approve the previous minutes as presented.*

Second: *Bryan Dixon seconded the motion. All voted 'Aye' and motion passed.*

4. Financial Report:

City Administrator, Stephanie Ellwein presented the financial report as of September 30, 2022. Collections in September (for August reports) were 2.3% above 2021, 35.0% above 2020, 1.9% above 2019, and 2.4% above 2018.

Motion: Bryan Dixon motioned to approve the financial report as presented.

Second: Kevin Nelson seconded the motion. All voted 'Aye' and motion passed.

5. Updates/ Evaluation Forms/Financials

Aaron Hieb reviewed the following Evaluation Forms and Financial Statements submitted from past SEA funded events with the SEA Committee:

A. Mitchell Baseball Association Youth Tournaments Evaluation Forms And Financials

Mitchell Early Bird Tourney - Date of Event: May 7th, 2022

Total spectator attendance of 450. This count was derived from the ticket sales/gate money. No estimation on amount of hotel/motel room nights sold. The awarded funds (\$5,000), which were approved for the three baseball tournaments throughout the summer, were used to cover costs/expenses for umpires, equipment, and operations/sites. There was a Net profit for this tournament of \$3,227, which goes back into the general Mitchell Baseball Association fund to help host future tournaments and cover day to day operation expenses.

Mitchell Teener Tournament - Date of Event: June 3rd-4th, 2022

Total spectator attendance was approximately 400. This count was derived from the ticket sales/gate money. No estimation on amount of hotel/motel room nights sold. The awarded funds (\$5,000), which were approved for the three baseball tournaments throughout the summer, were used to cover costs/expenses for umpires, equipment, and operations/sites. There was a Net profit for this tournament of \$1,275, which goes back into the general Mitchell Baseball Association fund to help host future tournaments and cover day to day operation expenses.

Harve Johnston/Brian Wilson Memorial Tournament - Date of Event: June 18th-19th, 2022

Total spectator attendance of 900. This count was derived from the ticket sales/gate money. No estimation on amount of hotel/motel room nights sold. The awarded funds (\$5,000), which were approved for the three baseball tournaments throughout the summer, were used to cover costs/expenses for umpires, equipment, and operations/sites. There was a Net profit for this tournament of \$3,315, which goes back into the general Mitchell Baseball Association fund to help host future tournaments and cover day to day operation expenses.

B. MAC Triathlon Evaluation Form And P/L Statement

Date of Event: June 11th, 2022

Total spectator attendance of 75-100, which was derived from head count and based off of participant attendance of about one spectator per athlete. There were thirty-five individual participants and six teams (three per team). Three to five hotel/motel rooms sold. Hotels contacted to get numbers were AmericInn Lodge & Suites, Days Inn, and Super 8 Motel. The awarded funds (\$1,900) were used to pay for the timing system, which is their biggest expense and necessary to run the event. P/L Statement was provided for the event. Net Income for the event was \$1,393.49, which will be donated to the swim club in town.

C. SD State Amateur Baseball Tournament Financials

Date of Event: August 3rd - 14th, 2022

Jocko reviewed the success of the State Amateur Baseball Tournament. The tournament is always successful when held in Mitchell. The umpires, volunteers/staff, players/coaches, and fans are always treated very well. The new artificial turf recently installed on Drake Field was a huge benefit and utilized during one day of the tournament because Mitchell received over an inch of rain, which made Cadwell park unplayable. Brandon is giving a strong bid to host the State Amateur Baseball Tournament next year and the years to come. Jocko is confident Mitchell is the best location for this tournament and when the tournament is held in other cities (Rapid City, Sioux Falls) attendance seems to take a hit. Jocko commented that the last day or two of the tournament is strongly influenced by the towns/teams that are in the semi final and championship games. Some towns/teams travel better than others as far as fan attendance and participation.

Aaron reviewed the financial statement provided for the event. Total Net Income of \$9,966. The awarded funds (\$5,000) were used to pay for hotels for umpires and provide meals and hospitality (Old Timer's Lunch) to the umpires and crew/volunteers.

D. SD State & High Plains Territorial Fast Draw Evaluation Form And Financials

Date of Event: August 10th - 14th, 2022

Total spectator attendance of 75-100, which was determined by a visual count each day. There were eighty shooters. They estimated four to five nights of hotel/motel rooms per shooter. The hotels/motels contacted to determine this number were: Hampton Inn, Coachlight, and area campgrounds. The awarded funds (\$4,000) were used as pay outs to contestants for the SEA sponsored special shoot the day before the actual competition begins. P/L Statement was provided for the event. Net Income for the event was \$2,875.

E. Palace City Pedalers: Tour De Corn Evaluation Form And P/L Statement

Date of Event: August 19th - 21st, 2022

Total spectator attendance of 323, which were the number of riders as well. There were 131 out of town bikers, which most stay at the Lake Mitchell Campground, but the Coachlight specifically mentions the out of town bikers who stay at their motel. Next year, the event will be adding a section on the registration form for bikers to select which facility they stay overnight. The majority of the bikers spent their time at campgrounds. The awarded funds (\$3,000) primarily were used to offset the costs of rider swag and food. P/L Statement was provided for the event. Net Income for the event was \$3,013.83, which will put back into the club to promote safe riding, purchasing of bicycles for individuals in the Mitchell community, and for maintenance expenses on the Lake Mitchell bike trails.

F. Palace City Kiwanis Half Marathon & Relay Evaluation Form And P/L Statement

Date of Event: October 2nd, 2022

Total spectator attendance of 540, which was derived from visual counts of two to six spectators for most runners. There were 180 registered runners. Hotel/motel rooms sold were ten at Comfort Inn, ten at Days Inn, the Holiday Inn Express and Kelly Inn did not track rooms for this event. The group also estimates another twenty rooms based on the out of state runners and runners farther than 65 miles away. The awarded funds (\$3,000) primarily paid for medals and shirts for the runners. P/L Statement was provided for the event. Net Income for the event was \$5413.00, which will be used towards the Kiwanis Woodlot Park, all-inclusive playground equipment addition.

6. Other Items

Aaron presented and reviewed the following items and event updates with the SEA Committee.

A. SEA Survey Responses

Organization: Lakeview Golf Course, LLC **Main Contact:** Eric Hieb **Date Completed:** 9/13/22

Organization: Ron's Bike Shop **Main Contact:** Cody & Kourtney Denne **Date Completed:** 9/16/22

B. SEA Event Knowledgeable Volunteer Recruitment

Multiple SEA survey results indicate "Knowledgeable Volunteer Recruitment" as a most difficult obstacle when hosting an event in Mitchell.

Aaron presented the SEA Event Knowledgeable Volunteer Recruitment procedures that an SEA funded event can utilize if they are in need of volunteers for their event. We added a section on the SEA Grant Application, which asks the event main contact when they are filling out the grant application, if their event will need "knowledgeable volunteer recruitment." If they check "Yes," and include how many volunteers they need, Aaron will reach out to the event contact with the procedure to recruit volunteers. We will be able to utilize the Mitchell Volunteer Program through James Valley Community Center, which has 223 volunteers in their program. A few other resources will be the local Clubs (Kiwanis, Lions, Optimist, etc.) in Mitchell, Junior's and Senior's at Mitchell High School, who are looking for volunteer hours for college scholarships, Mitchell Technical College, and local Youth Group's who need hours for confirmation requirements.

C. Event Recruitment Updates

State Darts/State Pool/Heartland Pool & Dart Tournament:

Aaron met with members of D & E Vending here in Mitchell. They expressed a great interest to host these events in Mitchell, but the lack of facility or venue makes it impossible. When Mitchell hosted State Darts in the 90s, Mitchell had the facility in the Holiday Inn, but not enough hotel rooms in Mitchell. Now there are enough hotel rooms, but no, one venue big enough to safely and successfully host these events. The numbers of participants/teams in the 90s were approximately 400-500, now they have almost double to over 800 teams.

Dakota Territory Gun Collector's Association (DTGCA):

We reached out to the DTGCA board about our interest in getting back an annual gun show to the city of Mitchell. We believe the Corn Palace would be an excellent setting and venue to host this type of event. Doug Greenway filled out a facility/event questionnaire sent by the DTGCA. Doug and Aaron met with DTGCA Executive Secretary, Amanda Robinson, and gun show manager Tom Holmstrom on the morning of Friday, October 7th. We gave them a tour of the Corn Palace and spent most of Friday morning doing measurements of the arena floor, stage, and also showed them the armory, which would be a great asset to utilize for youth hunting activities while the show is set up on the arena floor and stage. Another possibility expressed to the DTGCA is the opportunity to utilize the different organizations throughout Mitchell (VFW, SDGF&P, NRA, Pheasant Country, Palace City Pawn, Triple Play Pawn, Mitchell Gun Club, etc.) to help with sponsorships, event booths, youth activities, which could generate a wider variety of attendees for the gun show. We will reach out to them with available dates from September '23 through April '24, and hopefully nail down a date to bring this event back to Mitchell for the years to come. The typical DTGCA gun show event has vendors arriving Thursday evening/early Friday morning for set up. The gun show runs from 9 - 5 on Saturday and 9 - 3 on Sunday.

Dakota Oyate Challenge (DOC):

Doug and Aaron have met with George Erdahl, Athletic Director of the Marty Indian School, and

discussed the great opportunity to bring this event/tournament to Mitchell/Corn Palace. These talks have progressed to where Doug and Aaron will meet with the DOC Board of Directors on Friday, October 28th to discuss the possibility and opportunity to bring this event to Mitchell/Corn Palace in January 2024. The event would take place the last week/weekend of January, Thursday through Saturday. Games and activities for the DOC would start around 9am each morning and last well into the night, with the last game starting at 7:30 PM.

D. SEA Banners On Display

Special Olympics Fall Classic (September 23-25, 2022)

Palace City Kiwanis Half Marathon, Relay, 5k, & 10k (October 2, 2022)

SDHSAA Class AA Boys State Golf Tournament (October 3-4, 2022)

The SEA feather banners(2) and single square banner were on display at these most recent SEA funded events. They look great!

7. Next Meeting Date:

Kevin McCardle set the next meeting date for Tuesday, November 8th, 2022 @ 2 PM at the City Hall, Council Chambers.

8. Adjourn

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle at 3:05 PM.