

3/2/2021 - Minutes

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

*Steve Morgan calls meeting to order at 4:00pm*

## 2. Attendance:

*Members - Steve Morgan, Jen Johnston, Brad Zimmerman, Ron Kogel, Susan Kiepke, Jordan Gau, Stratton Havlik*

*Staff - Doug Greenway, Nick Bakhtiari, Stephanie Ellwein*

## 3. Approval Of Agenda

*Steve Morgan asks if there is a motion for to approve the Agenda. Motion by Susan Kiepke, second by Ron Kogel to approve agenda. All members voting "AYE" motion carried.*

## 4. Approval Of Minutes

*Motion by Ron Kogel, second by Brad Zimmerman to approve minutes. All members voting "AYE" motion carried.*

## 5. Agenda Items

### A. CVB Tourism - Jen Johnston

*Jen Johnston shared marketing videos that were made by the Mitchell Area Chamber of Commerce. These videos were made to encourage folks to come and visit and possibly live in Mitchell. It highlighted some of the main attractions in Mitchell.*

*Tourism*

- *-South Dakota welcomed 12.6 million visitors last year*
- *-45 bus tours scheduled to visit Mitchell this year*
- *-tourism is trying to define the line between inviting folks to our town and trying to keep everyone safe*

*The Corn Palace has partnered with the Mitchell Area Chamber of Commerce Tourism Division to create promotional material to encourage visitors to come to Mitchell's attractions.*

### B. 100 Year Recognition Items

*A letter was received by Doug Greenway asking the board to better recognize the 100 year murals on the building on the Corn Palace.*

- *-the mural that has the Corn Palace on it will have a corner re-worked to have a 100 year recognition*
- *-the Mitchell Republic has been doing a story about the 100 years of the Corn Palace building. Doug is working with them to get the stories put on a story board to have in the lobby throughout the year.*

### C. Events Update

*Playoff Basketball continues to bring crowds to the Corn Palace.*

- *-opening both sides of concession*
- *-expecting big crowds*

*Friday March 5th*

- *-asking members for help with ticketing scenarios due to different organizations needing to be ticketed*

#### *Youth Wrestling*

- *-March 13th*

#### *Corn Palace Cornhole*

- *-April 1,2,3*
- *-Sports and Event Authority is helping to support event*
- *starts 10am to 2am*

#### *Prom*

- *-April 17th*

#### *MTI Graduation*

- *-May 7th*

#### *DWU*

- *-May 9th*

#### *Tourism moves in*

- *-May 24th*

#### *Farmers Market*

- *-June 2nd (month earlier start than previous year)*
- *-4:30pm - 7:00pm*

#### *First Friday*

#### *Hairball*

- *-Saturday November 13th*

#### *Tribute artists wanting to come to Corn Palace*

- *-John Denver tribute show could be an option to fill some empty dates*
- *-this is still tentative*

#### *Traffic for Jan and Feb*

- *31,000 people in COrn Palace*
- *(32%) compared to last year*

#### *Hanson Classic Boys*

- (21%)

*Hanson Classic Girls*

- +27% last year was a blizzrd and a reschedule

*Culver Classic Boys*

- (35%)

*Streaming services will continue to affect Corn Palace attendance numbers*

- -the streaming options are so good now that people don't need to come to the building to watch games

D. Asst Directors Report  
*Nothing new to report*

- 6. 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.**

*No public input was mentioned*

- 7. 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**

*Ron Kogel called for the motion to enter executive session. Brad Zimmerman seconded. All voting members Aye*

*Executive session started at 4:30pm and Chairperson Morgan declared the board out of executive session at 4:59pm.*

- 8. Adjourn**

*Meeting comes out of executive session and adjourns at 5:00pm*