

7/5/2022 - Minutes

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

Meeting called to order by Chairman Steve Morgan at 4:02 pm in City Council Chambers.

A. Attendance:

Jen Bradley, John Foster, Jeff Smith, Giovanni Lanier, Steve Morgan, Carol Cersosimo, Craig Stuckey-Corn Palace, Doug Greenway-Corn Palace, Stephanie Ellwein-City Admin,

Absent - Jordan Gau, Stratton Havlik, Jean Koehler, Bob Everson

2. Approval Of Agenda

Motion to accept the agenda by Jen Bradley, 2nd by Gio Lanier. All vote Aye, motion passed.

3. Approval Of Minutes

June 2022 meeting meeting were reviewed. Motion to approve the minutes as written by John Foster, 2nd by Jen Bradley.

4. Agenda Items

A. Directors Report

1. Visitor Updates

Doug gave an update on visitors number to the Corn Palace. Week of June 26 - July 3 had 13630 through the doors. This was down 22% from 2021. numbers have been trending down 20-25% for every week compared to 2021 which was a record setting year and the highest since the door counters had been installed. Concession Sales are reflecting the same 20-25% lower numbers then in 2021.

2. Corn Palace Mural Update

Doug reported that the sour dock is near completion with just one mural left to remove the old dock and straw from 2021. The Sour Dock was flooded in the James River areas so the decorator team had to go further to find good dock. A couple more days of picking and tying and there will be enough dock to finish. Rye straw will be available by the end of the week or early next week and will begin to be applied. Corn is grown fine and should be available as expected.

3. Festival Update - Tickets And Openers

Ticket updates

Wednesday night free show on the plaza stage with Adam and Amy Pope. Their routing but them around DeSmet/Mitchell that week and will be a good draw to open the festival with a free show.

Thursday - Randy Houser with opener Danica Michaels, 142 tickets sold.

Friday - Russel Dickerson with open Thomas Mac, 165 tickets sold

Saturday - Night Ranger with opener The Jimmy River Band, 176 tickets sold

Sunday - The Music of Randy Travis, 189 tickets sold. That will be a stand along show, we will have Christian Music Band Trinity Hill play on the Plaza Stage from 12-1:30. This will allow light/sound to tear down beginning about 3:30 pm.

B. Box Office/Concessions Report - Craig Stuckey

1. Concessions Update

Craig Stucky gave the update on concessions sales, reflecting a trend that is lower than 2021. He had been in contact with a venue in Nebraska called Merryman Performing Arts to determine if routing for shows may be helpful to both of us. More information will be requested.

5. 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.

6. 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

A. Sponsorship Discussion And It Applies To Contracts

Update was given on request for Festival Sponsors. Looking for one additional concert sponsor. Current Sponsors for concerts include: Vern Eide GM, Ellwein Distributing, Spencer Quarries/Commercial Asphalt in addition to other lower level sponsors.

7. Adjourn

Motion to adjourn by Giovanni Lanier, 2nd by Jen Bradley. All voted Aye, motion passed. Adjourned at 4:55 pm.