

8/10/2021 - Minutes

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

Chairperson Steve Morgan called the meeting to order at 4:03 PM

A. Attendance:

Members present were: Steve Morgan, Ron Kogel, Jordan Gau, Stratton Havlik, Brad Zimmerman, Jen Bradley, Susan Kiepke, Jeff Smith, and Jean Koehler. Also present were Corn Palace Director Doug Greenway and City Administrator Stephanie Ellwein.

2. Approval Of Agenda

Motion by Kiepke, seconded by Zimmerman to approve the agenda for the August 10, 2021 Corn Palace Board Meeting. Motion Carried.

3. Approval Of Minutes

Motion by Kogal, seconded by Gau to approve the minutes from the previous meeting with the corrected spelling of Jean Koehler's name. Motion Carried.

4. Agenda Items

A. Directors Report

Corn Palace Doug Greenway updated the board on ticket sales for Festival: Whiskey Meyers 943 and the party pit is sold out. Black Hawk has sold 630 tickets and Williams and Ree have sold 325 tickets.

Greenway also reviewed the letter to the editor about Corn Palace's ticket refund policy. The amount charged was refunded back to the concerned individual in the entire amount. Doug will look into what the refund amounts were to ensure that the fees are also refunded. Sue said some were not refunded the fees (hers were not). Board members said that as long as all tickets are treated consistently. no need for a response letter.

Board members reviewed the festival schedule. Roads close Tuesday Morning. Carnival moves in Tuesday, done by 4pm. Hosting JVCC Dance Tuesday night starting at 7pm. Remaining vendors need to be in by Wednesday. Space in front of the chamber Courtyard will be open for pictures. No entertainment Wednesday. Texas Jammers will perform on Wednesday night. Free Entertainment/Kids Activities. Goldstar is having staffing issues. will have 13 or 14 rides here, then will come back and get the rest Wednesday from Iowa to set up on Thursday. We will be short a few rides until they get the remaining rides here and set up Thursday. They have been having record sales on the rides. Thursday is Williams & Ree a 7pm show, doors open at 6. Something new at 7pm. Billy Lurken in plaza from 5-7pm. Friday is whiskey meyers. 6pm doors open. Weston frank at 7pm. Need volunteer help for Friday night. Saturday doors open at 6:30. 7:30 show. Saturday afternoon kids activity with pied piper. And adam and amy pope 5:30-7pm. Sunday is cowboy church at 10:30. wristband day. at the door for \$10 all day. Barefoot becky, Cowboy Church, and jammers all day. Noted curfew that was implemented as part of sioux empire fair.

Any board members that could provide volunteer help, just let us know. Wednesday Fair judging. The Fair book is posted online. Due 5pm on Wednesday. need 2-3 board members. They are on display Thursday.

Marketing Update: sending out 15,000 postcards; social media contest this week through Monday 22nd (10 free tickets and 100 gift card). Posters, radio ads have started through festival week. Doug and artist interviews on radio stations. Digital targeting during sioux empire fair and state fair. 100 posters printed. In town digital billboards this week. Some ads in daily republic. QR Code this year. goes to Mitchellsd.com/Events passports to fun are on sale. you can buy a voucher and pick it up on Wednesday.

75% of ticket sales are now online. Etix allows you to send messages and track ticket holders better.

At September meeting look at 2022 entertainment and consider multiple concert package; and how many go to multiple concerts report options.

Reminder that just to reply directly to Doug if there are email correspondence.

B. Free Stage Entertainment At Festival

- 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.**

No public input was presented.

- 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**

The board did not adjourn into executive session.

7. Adjourn

Motion by Koehler, seconded by Bradley to adjourn the meeting at 4:53 PM. Motion carried.