



9/13/2022 - Minutes

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

Meeting called to order by: Mayor Everson at 2:00 PM.

SEA Committee Members present: Mayor Bob Everson, Kevin McCardle, Jill Larson via ZOOM, Kevin Nelson, Cory Aadland, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, Tim Smith, Dave Helleloid, and Jim Johnston.

Others present: Stephanie Ellwein - City Administrator and Aaron Hieb.

2. Funding Applications

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

A. Palace City Pedalers: Tour De Corn

Date: August 19th-21st, 2022 **Contact:** Kourtney Denne & Clayton Deuter, Palace City Pedalers **Grant Request:** \$3,000

Clayton Deuter spoke to the Committee regarding the event and provided updated current financials. This year's event had a record number of participants. These participants came from a variety of locations outside of Mitchell and South Dakota. He received much positive feedback about the condition of the trails and areas where the trails are located, including Lake Mitchell.

Motion: Dave Helleloid motioned to award \$3,000.

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

B. 2022 Class AA Boys State Golf Tournament

Date: October 3rd-4th, 2022 **Contact:** Cory Aadland, Mitchell School District **Grant Request:** \$3,000

Cory Aadland presented the funding application to the Committee with an event budget. Grant request would be used for signage and hospitality items for the volunteers and coaches. There will be 19 "AA" schools with each school bringing approximately six golfers. Most will arrive Sunday for practice round and stay until the events completion on Tuesday evening.

Motion: Doug Greenway motioned to award \$3,000.

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

Abstain: Cory Aadland abstained from voting.

C. Active Shooter Incident Management Training

Date: October 17th - 19th, 2022 **Contact:** Mike Koster, Mitchell Police Department **Grant Request:** \$840

Mike Koster presented the funding application, an event budget, and a short YouTube video ([HTTPS://WWW.YOUTUBE.COM/WATCH?V=PXQDP0GYUXE](https://www.youtube.com/watch?v=PXQDP0GYUXE)) explaining the event in more detail. This is a first time event for the City of Mitchell. The event would host 60-65 participants from around the country. The Mitchell PD applied for and received the grant, outbidding over 100 other communities. This event will be hosted at the Davison County 4-H Grounds.

Motion: Tim Smith motioned to award \$840.

Second: Dave Helleloid seconded the motion. All voted "Aye" and motion passed.

3. Approval Of Minutes

Motion: Bryan Dixon motioned to approve the previous minutes as presented.

Second: Tim Smith seconded the motion. All voted "Aye" and motion passed.

4. Financial Report

City Administrator, Stephanie Ellwein presented the financial reports as of September 7, 2022. Collections in August (for July reports) were 3.0% above 2021, 39.0% above 2020, 3.5% above 2019, and 3.5% above 2018.

Motion: Doug Greenway motioned to approve the financial report as presented.

Second: Emily Liedtke 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 events with the SEA Committee :

A. Big Friend Little Friend Memorial Weekend In Mitchell Evaluation Form

Date of Event: May 28th

Total spectator attendance of 400. No estimation on amount of hotel/motel room nights sold. Big Friend Little Friend will no longer be hosting this event. Mitchell Main Street & Beyond will be taking over the event next year. The awarded funds (\$1,000) were used for advertising and trophies. There was no P/L statement included with Eval Form, but any profit was used to continue Big Friend Little Friend, day to day operations.

B. SD State ATA Trap Shoot Evaluation Form/Event Flyer

Date of Event: July 13th-17th

Total spectator attendance was in the hundreds. There were 147 participants. There was no noticeable amount of hotel/motel rooms sold during the event. The awarded funds (\$2,000) were used entirely for

awards on Wednesday, "Club Day." No financials were provided for the event, but any profit was used to continue to upgrade the facilities.

C. Beers & Gears Mountain Bike Race Evaluation Form And P/L Statement

Date of Event: July 16th

Total spectator attendance of 31. There were 42 registered riders. There was not a significant amount of hotel/motel rooms sold. The majority of the bike riders spent their time at campgrounds - at least eight camping spots were filled at Lake Mitchell. The awarded funds (\$2,000) primarily paid for the timing system along with the chip timers for racers. P/L Statement was provided for the event. Net Income for the event was \$545.62, which will be donated to the Abbott House this year to fund outdoor youth activities. Next year, they will present a net income check to a different organization.

D. South Dakota High School Coaches Association Evaluation Form

Date of Event: July 17th-19th

Total participants were around 150. Estimated around 50 hotel/motel rooms sold. Some commuted back and forth and others stayed elsewhere. The awarded funds (\$5,700) were used to pay for the social, clinic speaker, lodging, and travel expenses. A financial report was provided. When you include the SEA awarded funds, there was a net loss of \$1,641. No profit.

E. SDGA State Men's & Women's Amateur Golf Championship Evaluation Form And Financials

Date of Event: August 5th-7th

Total spectator attendance was hard to determine, but the golf course was packed for 3 full days. There were 144 competitors, approximately 110 male and 30 female. Eric estimated roughly 123 out of town players for 2-3 nights. Some players did commute back and forth. The awarded funds (\$1,000) were used towards volunteers meals for three days and complimentary food and drink items for competitors and extra staffing. Aaron did give a shout out to Kevin Nelson and his Golf/Cemetery staff of Jason Gunare and staff for the upkeep and great shape Lakeview Golf Course has been in all year. Tim Smith commented about the early mornings and hard work from staff to prepare the course for successful play after over an inch of rain fell Thursday and Friday overnight. Also, Tim pointed out the overall great condition of the course and how well the event was run and the overall success.

6. Other Items

Aaron Hieb reviewed the following SEA Survey responses with the SEA Committee. Aaron commented on the positive participation feedback from those local organizations and events to complete the survey in a timely manner. Also, Aaron noticed the multiple responses to question 7 and the obstacle/need for "knowledgeable volunteer recruitment" for future SEA events. Also, Hieb reviewed the purpose of the subscriber email lists and the benefit it serves the SEA Committee and other Community members who subscribe to these two lists. Aaron will continue to send the SEA Agenda/Full packet via email as well as, subscriber email. Also, Hieb will continue to post approved SEA events to the Outlook calendar as well as, a subscriber calendar email being sent each time a new SEA event is posted to the website calendar. Stephanie made the Committee aware of the iCalendar option where any city calendar can be uploaded to your mobile device.

A. SEA Survey Questions & Responses

Organization: International Flying Farmers; **Main Contact:** Diana Billheimer; **Date Completed:** 7/20/22

Organization: Mitchell Baseball Association; **Main Contact:** Jeremy Borgan; **Date**

Completed: 7/21/22

Organization: Kiwanis Club of Mitchell; **Main Contact:** Paula Deckert; **Date Completed:** 7/27/22

Organization: Mitchell Skating & Hockey Association; **Main Contact:** Eric Sabers; **Date Completed:** 9/2/22

Organization: Mitchell Gun Club; **Main Contact:** Jerry Opbroek; **Date Completed:** 9/4/22

Organization: Village Bowl; **Main Contact:** Nate Sievert; **Date Completed:** 9/6/22

Organization: Mitchell Music Boosters; **Main Contact:** Matt Culhane/Angella Buenzow; **Date Completed:** 9/7/22

Organization: South Dakota United States Bowling Congress; **Main Contact:** Jeff Vander Wilt; **Date Completed:** 9/7/22

Organization: Big Friend Little Friend Memorial Weekend in Mitchell; **Main Contact:** Linda McEntee; **Date Completed:** 9/7/22

Organization: SD High School Coaches Association; **Main Contact:** Kent Van Overschelde/Jim Dorman; **Date Completed:** 9/7/22

B. Subscriber Email Lists

Meeting Agenda Subscription List: <HTTPS://WWW.CITYOFMITCHELL.ORG/AGENDACENTER>

Sports & Events Authority Calendar Subscription List:
<HTTPS://WWW.CITYOFMITCHELL.ORG/CALENDAR.ASPX?CID=42&SHOWPASTEVENTS=FALSE>

7. Next Meeting Date:

Mayor Everson set the next meeting for Tuesday, October 11th, 2022, @ 2 PM at the City Hall, Council Chambers.

8. Adjourn

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 2:50 PM.