

9/13/2022 - Minutes

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

Called to order by Chairman Steve Morgan at 4:04 pm

A. Attendance:

Those in Attendance included. Chairman-Steve Morgan, Stratton Havlik, Jordan Gau, Jean Koehler, Jen Bradley, Carol Cersosimo, John Foster, Jeff Smith, Gio Lanier, City Admin-Stephanie Ellwein, Doug Greenway- CP Director.

2. Approval Of Agenda

request by Greenway to move Upcoming/past event to the top of the agenda. Motion to approve by Jean Koehler and 2nd by Jeff Smith.

3. Approval Of Minutes

Motion to approve by Jen Bradley and 2nd by John Foster

4. Agenda Items

A. Directors Report

1. Festival Report (Concerts, Tickets, Gold Star, Sponsors, Concessions)

Doug reported on the 2022 festival. The GoldStar revenue from passsports to fun, food and games of chance was up just over 6% from 2021 at \$48535. The cash sponsorships were up 15% from 2021 with \$26000 in sponsorships collected. Overall attendance at the Carnival was good with the vendors having a good experience. The concerts were quality with many good comments, but attendance was down at the shows compared to 2021. Tickets sales for the concerts included:

Randy Houser- 722/\$17650

Dickerson- 1046/\$32420

Night Ranger - 951/\$30150

Randy Travis-658/\$17090

B. Box Office/Concessions Report - Craig Stuckey

C. Festival 2023 Changes And Suggestions

A number of discussions were held regarding, 2022 festival, mostly the concerts. It was determined that possibly not enough marketing was done for the shows, Doug reported 20% more than 2021 was spent at \$22500 on marketing. The two for \$50 ticket special should have been on the posters and the mailings. More digital advertising should have been utilized. It was determined by the board that the paid/ticketed concerts should go back to (2) shows in 2023 with other nights having free entertainment with bar sales. Doug was going to request feedback from Romeo Entertainment for a couple shows routing that would be of interested. It was requested to use loser cost openers. The opener for Russel Dickerson was the most costly at \$6500

D. Upcoming Events

Doug gave an update on the past/upcoming events. All have went well. Informational only.

Pre-Sturgis Party - Corn Palace supported the event with entertainment stage, setup of barricades and audio system for stunt show, moved picnic tables and garbage receptacles into place, had a bar in the plaza. The Farmer's Markets have been poorly attended Wednesdays. Will expect a minimum of 10 vendors in the spring for the market to be held. Will consider running the market in partnership with the First Friday events to give access to a larger crowd.. September First Friday event with a band on the plaza. We host "Tariq" the Corn kid on the plaza stage along with CP tour in partnership with State Tourism. The State Pedal Pull was held on Labor Day the 5th with 1000 in attendance and 233 pullers. We expect 2000 with 500 pullers for the National pull on Setpember 24th. The 2nd College Palooza was held on the 8th along with an MHS Volleyball match with Harrisburg. The NRA banquet was a new event held on the 10th with 450 in attendance.

E. Decorating Report - 2023

Doug showed the board pictures of the Colored Corn that the producer had picked early this week. It is very small, only 1/3 the size of a normal year and we expect to not have enough corn for all murals. There will be no green corn because it did not pollinate in the field and put on an ear. Brett Lowrie will deliver the first corn on September 19th and Jeff Hanson will evaluate how much decorating can be done.

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**
7. **Adjourn**