

9/15/2021 - Minutes

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

Vice-Chairperson Ron Kogel called the meeting to order at 4:00 PM

A. Attendance:

Members Present: Ron Kogel, Jean Koehler, Jen Bradley, Susan Kiepke, and Jeff Smith. Also present were Corn Palace Director Doug Greenway, City Administrator Stephanie Ellwein, and Mayor Bob Everson.

2. Approval Of Agenda

Motion by Koehler, seconded by Kiepke to approve the agenda as presented. All members voting "aye". Motion Carried.

3. Approval Of Minutes

Members reviewed the minutes from the previous meeting and noted the following corrections to be made: correct spelling of Susan Kiepke and Ron Kogel. Add Ron Kogel into the attendance section. Motion by Smith, seconded by Koehler to approve the minutes as amended. All members voting "aye" motion carried.

4. Agenda Items

A. 2021 Festival Discussion

Corn Palace Director Doug Greenway Gave an overview of ticket sales from festival. Williams & Ree 835 Paid, 79 comped. Whiskey Meyers 1,450 paid and 111 comped. Black Hawk paid 1,108 and 105 comped. Greenway also reported that there were a few issues of people who came with Johnny River's tickets who didn't realize the concert had been cancelled. On Sunday, 300 people attended the cowboy church and 100 people attended the polka event.

Board members discussed potential improvements/changes to the next festival concerts including: no re-entry, smoking area moved to the side of the building eliminating the need for re-entry, review of scanners to determine why the scanned ticket report doesn't match attendance, changes to the issuance of party pit passes to ensure that the pit area remains for only pit tickets.

Board members reviewed other aspects of the carnival including carnival sales (45,818), sponsorships (higher than previous years), and Vendor booths (same as last year level 20 total between food vendors & softgoods).

Greenway announced that Spencer Quarries/ Commercial Asphalt have verbally agreed to sponsor a show at this level next year. With their early commitment they will be given the first chance to choose a concert sponsor next year.

Board members also reviewed the preliminary financial report for Festival. The numbers are not final as not all revenue and expenses have been entered; but the event should show a profit.

Greenway stated that the feedback from vendors was positive. They had good sales, and they liked being spread out. The vendors were set up differently this year to ensure the front doors of businesses (Back 40, Scoreboard, Corn Palace, & Courtyard) were not blocked.

Greenway reported that he has decided to move the exhibits to the armory in order to keep them on display throughout the festival, during Bingo. A community member has volunteered to coordinate this portion of festival next year to try and increase participation. A participant in the festival suggested reviewing the coloring

contest age categories to ensure that the younger kids are grouped together in more developmentally appropriate ways. The abilities are different for the beginners category (age range).

Greenway reported that he would like to see more free kids activities added. Board members voiced concern about having too many free kids activities that would compete against the rides and other vendors getting revenue from the event.

Advertising: Jen Bradley reviewed the marketing completed for the 2021 Festival for the \$20,000 budget. Marketing included print, digital, radio and social media, and advertising in regional marketing. There were 34,000 visits to the Corn Palace Festival event on the Mitchellsd.com

B. 2022 Festival Entertainment Discussion

Greenway reported to the Board that he has requested an entertainment list from Romeo, but that he has not received it yet. Board members suggested trying to find a 70s-80s rock show for 2022. Greenway will get the list from Romeo and email out to the board to review at the October board meeting. Greenway also reported that the Corn Palace has a contract with Romeo Entertainment as the booking agent for Festival through 2024.

Board members stated that they would like to look at bundling ticket packages for the next festival similar to what is done at Brown County & the State Fair.

C. 2022 Festival Location Discussion

Greenway reported that Goldstar prefers the carnival to be in the current location because it allows them to spread their rides out better than when it was on Main Street only. Public Safety has also said that they prefer the current location because it is easier to monitor. The revenue from the ride tickets was higher than the last year it was held on Main Street. Greenway reported that the festival location is a concern by businesses at both locations when the street is closed. Greenway will ask for input from the Main Street Businesses; and the board will be asked to make a recommendation at the October meeting.

D. Board Member Terms Ending

Greenway recognized board members who had terms expiring due to term limits & thanked them for their years of service to the Festival and to the community. The board members recognized were: Ron Kogel, Brad Zimmerman & Susan Kiepke. Hope that you continue to volunteer for future festivals.

Jen Bradley brought up that there are no main street business owners on the board and asked if a Main Street Business owner could be considered for the position. Mayor Bob Everson stated that if they have names of individuals interested, have them contact him and he will visit with them about serving on the board.

E. Upcoming Events

Greenway reviewed upcoming events at the Corn Palace.

September 25: National Ped Pull Event

October 15: Pheasants Forever Banquet

November 13: Hairball

November 27: DWU Mens Basketball

November 30: DWU Double Header Basketball

- 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 received at the meeting.

- 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**

No executive session was held.

- 7. Adjourn**

There being no other business, motion by Kiepke, seconded Bradley to adjourn the meeting at 5:00 PM. All members voting "aye". Motion carried.

DRAFT