



11/8/2022 - Minutes

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

Meeting called to order by: Mayor Everson at 2:01 PM.

SEA Committee Members present: Mayor Everson, Kevin McCardle, Jill Larson, Kevin Nelson, Cory Aadland, Jon Hart, Doug Greenway, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Tim Smith.

SEA Committee Members absent: Bryan Dixon and Jim Johnston.

Others present: Stephanie Ellwein, Tiffany Batdorf, and Aaron Hieb.

2. **Funding Applications:**

No funding applications were submitted for review and/or approval.

3. **Approval Of Minutes:**

Motion: Tim Smith motioned to approve the previous minutes as presented.

Second: Kevin McCardle seconded the motion. All voted 'aye' and motion passed.

4. **Financial Report:**

City Administrator, Stephanie Ellwein, presented the financial report as of October 31, 2022. Collections in October (for September records) were 2.1% above 2021, 31.7% above 2020, 1.6% above 2019, and 1.7% above 2018.

Motion: Kevin Nelson motioned to approve the financial report as presented.

Second: Jon Hart 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 funded events with the SEA Committee:

- A. **OutKasts Car Show Powered By 301 Rodz Evaluation Form, P/L Statement, And Thank You Card**

Date of Event: September 16th-18th, 2022

Total spectator attendance of 1500, which was an estimated guess. There were 117 participants. Fifty plus hotel/motel rooms sold. Hotels contacted to get numbers were Budget Inn, Coachlight Motel, Corn Palace Inn, Siesta Motel, and Thunderbird Lodge. The awarded funds (\$1,500) were used towards permits, trophies, and flyers. P/L Statement was provided for the event. Net Income for the event was \$619.45, which will carry over and be used in preparing for next years (2023) car show. A "Thank you" card was shown to the committee thanking the committee "For your donation to our car show! Your support is greatly appreciated!" Signatures from The 301 Rodz committee/staff.

B. Special Olympics State Fall Classic Evaluation Form, P/L Statement, And Thank You Letter

Date of Event: September 23rd-25th, 2022

Total spectator attendance of 2000, which was an estimate. There were 565 participants. Special Olympics was "not sure" of hotel/motel rooms sold. Based on high occupancy numbers and total revenue for Friday and Saturday in Mitchell, the event utilized hundreds of rooms. The awarded funds (\$10,000) were used to help pay for expenses for the tournament. P/L Statement was provided for the event. Net Income for the event was \$2,234.36, which will be used to help pay for staffing. Text received from Darryl Nordquist, "Great weekend, great event, great venue, and great people to work with!! Thank you!! A "Receipt of Donation" letter and athlete "Thank you" letter was shown to the committee.

C. SDHSAA Class AA Boys Golf State Tournament Evaluation Form And Financials

Date of Event: October 3rd-4th, 2022

Total spectator attendance of 500, which was an estimate. Lakeview Municipal Golf Course was packed for two days. Great event to have, especially on a Monday and Tuesday. There were ninety-two individual participants and fifteen teams (six per team). An estimate of anywhere from 56-70 hotel/motel rooms sold. This does not include parents, family, spectator, staff, other personnel hotel rooms sold. Hotels contacted to get numbers were Comfort Inn & Suites, Days Inn, Hampton Inn, Holiday Inn Express Hotel & Suites, and Kelly Inn & Suites. The awarded funds (\$3,000) were used to pay for tournament expenses. P/L Statement was provided for the event. Net Income for the event was \$568.45, which will be used towards athletic program fundraising and put towards future MHS events.

D. Active Shooter Incident Management Training Evaluation Form And Financials

Date of Event: October 17th-19th, 2022

Total spectator attendance of 3. This was a participant based event/training, which had fifty-two registered participants. Seventeen hotel/motel rooms sold each night. Hotels contacted to get numbers were AmericInn Lodge & Suites, Days Inn, and Hampton Inn. The awarded funds (\$840) were used to pay for refreshments, pastries, cookies, fruit, granola bars, and beverages. The unused amount of \$318.52 will be returned to the SEA revenue fund. Receipts were provided for the items listed.

6. Other Items:

Aaron presented and reviewed the following items with the SEA Committee:

A. SEA Survey Responses

Organization: Hanson Classic Girls & Boys Basketball **Main Contact:** Jim Bridge **Date Completed:** 10/18/22

- The Classics' are scheduled for 2023, with the Girls Hanson Classic at the Corn Palace on Saturday, January 14th, 2023, and the Boys Hanson Classic at the Corn Palace on Saturday,

January 21st, 2023.

- Takeaway from survey regarding "Most difficult obstacle - Rising expenses, the limitations of possible revenue from ticket sales. It is a unique, but unfortunate obstacle that sporting events/facilities are facing with the ability to "live stream" games now.

Organization: Mitchell Figure Skating Club (2) **Main Contact:** Devy Alvizures **Date Completed:** 10/27/22

- Mitchell Figure Staking event is scheduled for January 13th- 15th, 2023 at the Mitchell Activities Center.

Organization: Department of South Dakota VFW **Main Contact:** Anna Arnold **Date Completed:** 10/28/22

Organization: Special Olympics South Dakota **Main Contact:** Darryl Nordquist **Date Completed:** 11/1/22

B. Event Recruitment Updates

Dakota Territory Gun Collector's Association (DTGCA):

Doug Greenway emailed DTGCA a list of available weekend dates during the Fall (September-December) of 2023 for the Corn Palace. At the end of November, we will follow up with Amanda, Executive Secretary, and find out how the Board received the idea and information of a possible annual gun show in Mitchell at the Corn Palace for the fall of 2023.

Dakota Oyate Challenge (DOC):

Doug Greenway and Aaron Hieb updated/reported to the SEA Committee about the meeting they had on Friday, October 28th with the Dakota Oyate Challenge Board of Directors about the possibility of bringing their event to Mitchell and the Corn Palace in January 2024. The event would take place Thursday through Saturday, January 25th-27th, 2024. The participating teams (girls and boys) include: Lower Brule, Takini, Marty, Omaha Nation (Sioux City), Tiospa Zina, Tiospaye Topa, Crazy Horse, and Flandreau Indian School.

The schedule of events for the tournament include:

- 8 basketball games each day
- Vendor Fair/Vendor Alley each day
- Thursday: 3-point & Free Throw Contest after the last evening game.
- Friday: Hand Games 10 AM - 10 PM; College Career Day Noon to 5 PM; and Cheer Competition during halftime of the last game.
- Saturday: Archery starting at 9 AM

There was discussion during the meeting with the DOC Board about utilizing DWU and MTC, and giving tours of the colleges' to the participants and parents during the three day event. It was stated by the DOC Board that each school would utilize 20-25 hotel rooms each night during the entirety of the event. That would be approximately 200 hotel rooms per night from Wednesday night through Saturday night. Again, that number may vary some, depending on what teams arrive Wednesday afternoon and what teams stay in Mitchell after the completion of the challenge on Saturday night. This number does not include the parents, family, spectators that follow the competing teams as well.

The following feedback was expressed by the SEA Committee regarding the possibility of the event coming to Mitchell and the Corn Palace:

- *By filling up the final weekend in January with a multi-day event in the Corn Palace, it creates some challenges in regards to scheduling for MHS basketball and DWU basketball. There is a annual cycle or rotation that is incorporated with scheduling games for MHS and DWU, whether those games are home or away. In 2024, DWU actually has two home games during the proposed time frame the DOC would be at the Corn Palace, Wednesday, January 24th and Saturday, January 27th, 2024. An option would be for those DOC teams that arrive Wednesday to practice, utilizing a different practice facility in Mitchell for those teams on Wednesday and still having the DWU home basketball game Wednesday evening at the Corn Palace. Then, with the DWU game on Saturday, the possibility/challenge of moving the game from Saturday to Sunday. Another challenge or obstacle expressed is lack of court/practice time for these team on the Corn Palace Arena floor.*
 - *The Corn Palace has the following multi day, weekend events in December/January:*
 - *Hoop City Classic: last weekend of December*
 - *Sacred Hoops: first weekend of January*
 - *Girls Hanson Classic: second weekend of January*
 - *Boys Hanson Classic: third weekend of January*
 - *PENDING* Dakota Oyate Challenge: final weekend of January*
- *Additional feedback was expressed from committee when reaching out to Huron and hotels involved with the DOC.*
 - *It was commented that the Huron AD struggles with scheduling as well.*
 - *Three out of the five hotels in Huron responded, "Good", when asked what their thoughts are on the DOC leaving Huron.*

Doug Greenway and Aaron Hieb will continue to do "more research" and follow up with those involved with the event in Huron. A date of December 1st was expressed during the DOC Board meeting as a preferred decision date whether or not Mitchell and the Corn Palace would be a good fit for this event.

C. Jon Schmieder - Monday Huddle Up: "Measurements"

Aaron presented the following article to the SEA Committee because it "made sense" and caught his interest after reading it because he felt it pertained to the monthly SEA Committee meetings and the overall goals and information discussed during each meeting.

KPIs or Key Performance Indicators: specific targets for various areas of your business. These items need to be something can be measured, usually a number. Anything that isn't arbitrary and up for debate.

- *Revenue*
- *Room Nights*
- *Occupancy %*
- *Amount of spectator draw for the event*

KPIs are reviewed early and often throughout the year. With the monthly SEA meetings, these items/KPIs are being reviewed and talked about on a monthly basis. The numbers/items come from the SEA Financials presented each meeting, along with numbers from reports regarding the hotels.

Aaron concluded by pointing out the links to sign up and receive these interesting and rather unique articles that are sent out every Monday morning by Jon Schmieder.

- JON@HUDDLEUPGROUP.COM
- WWW.HUDDLEUPGROUP.COM
- WWW.TINYLETTER.COM/JONSCHMIEDER

D. SEA Banners On Display

Pheasants Forever Banquet - SEA Logo (October 14,2022)

Active Shooter Incident Management Training (October 17-19, 2022)

The SEA logo was utilized on the Corn Palace Daktronics signs, and the SEA feather banners (2) were on display at the training seminar.

7. Next Meeting Date:

Mayor Everson set the next meeting date for Tuesday, December 13th, 2022 @ 2 PM at the City Hall, Council Chamber.

8. Adjourn:

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 2:40 PM.

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