

6/7/2022 - Minutes

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

Meeting called to order by Director Doug Greenway at 4:01 pm

2. Attendance:

Doug Greenway and Craig Stucky-Corn Palace, Stephanie Ellwein-City Admin, Board Members, Stratton Havlik, Jeff Smith, John Foster, Jen Bradley, Giovanni Lanier, Carol Cersosimo-via phone. Absent-Mayor Everson, Jordan Gau, Steve Morgan and Jean Koehler.

3. Approval Of Agenda

Motion to approve the agenda made by John Foster, 2nd by Jen Bradley, all voted Aye. None opposed, motion passed.

4. Approval Of Minutes

Motion to approve the minutes from the May meeting, motion made by Jeff Smith, 2nd by Giovanni Lanier, all voted in favor with Aye, none opposed. Motion passed.

5. Agenda Items

A. Directors Report

Doug Greenway reported on past and upcoming events, including 400 attending the MHS Awards banquet, 3-days of Palace City Corn Hole on May 13-15 with 125 participants, and the MHS Graduation with nearly 2000 attendees and the June first Friday event. Upcoming events include the library summer programs on June 8 & 10th, Farmer's Market starting Wednesday's June 8th.

Tourism updates reflected 25-35% less attendees the first two weeks of the summer tourism season. Doug send's these attendance numbers each Monday to the CVB, Tourism and Corn Palace Staff. Memorial Day Weekend had 4860 visitors down from 7475 in 2021 which was a near record year.

Doug gave an update on Festival ticket sales which went on sale June 1st. Ticket sold so far are fairly even between all acts. Houser(106), Dickerson(113), Night Ranger(128), Travis(111) Doug showed the Midco ad that will be shown this summer on Midco channels, and as part of the Raise Em Rank Bull Riding Series.

B. Box Office/Concessions Report - Craig Stuckey

Craig updated the board on ticket sales, concessions being steady with good sales, nearly \$1500/day. Concessions, Box Office and Decorating are fully staffed for the summer.

C. 2022 Festival Sponsorships - Doug

Doug introduced the 2022 Festival Sponsor Documents and asked the board to review the list and reach out to those they are comfortable asking for support. Each level of sponsorship comes with a varying number of concert tickets, ads on the posters and print materials along with discounts on ride tickets or all sessions passes. Doug would be sending updated documents to the board to solicit support for the 2022 Festival.

He also spoke about adding kids activities and Jen Bradley inquired about antique farm equipment or a tractor show to the Festival.

D. 2022 Festival Concert Line Update

Doug gave an update on the openers for the festival concerts. He has requested approval for Danica Michels to open for Randy Houser, and The Jimmy River Band to open for Night Ranger, he also sent the name of Brooks Forsythe to open for The Music of Randy Travis Show. Doug showed samples of each of their music including a Christian group that could potentially play in the plaza on Saturday or Sunday, the Trinity Hill Group out of Huron.

- 6. 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 one was available to give public input.

- 7. 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**

Motion to enter executive session at 4:40 pm to discuss sponsorship contracts. Motion by John Foster, 2nd by Stratton Havlik to adjourn the meeting at 5:06 pm.

- 8. Adjourn**

Motion to adjourn-the meeting at 5:06 pm Next Meeting scheduled for Tuesday, July