

AGENDA

PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8:30 a.m. Wednesday, Jan. 14, 2026

CHAMBER BOARD ROOM
800 W. Dakota Ave. Pierre, SD 57501

The goal of the Pierre BID No. 1 is to help Pierre improve its ability to attract visitors who will patronize the local lodging industry.

1. Adopt Agenda
2. Approve 10/8/2025 Meeting Minutes
3. Annual Funding Approvals
 - a. Small Grants – Up To \$1,000 Except OSA; Total Funds of \$5,000
 - b. Pierre Chamber Organic Social Media/Email Marketing Contract - \$15,000
 - c. Sports Shows - \$15,000
 - d. Pierre Visitor Guide Full Page Ad - \$1,350
 - e. SD Missouri River Tourism Membership - \$175
 - f. SD Tourism Co-op Peak Season - \$40,000
4. Event Marketing Grant Request – National Freshwater Spearfishing Tournament
5. Public Facility Grant Request - None
6. Budget and Revenue Update – Jim Protexter
7. Marketing – Miranda Panzer
 - a. Fishing The Midwest – Report
 - b. Placer.ai Report
 - c. Governor’s Conference on Tourism Sponsorship -Update
 - d. Love Communication/Travel SD Ala Carte
 - e. Sport Shows
8. 2026 Meeting Dates: April 15
 July 15
 October 21

Dialogue/Correspondence

Motion to adjourn