

AGENDA

PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8:30 a.m. Wednesday, April 20, 2022

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 1/12/22 Regular Meeting and 2/28/22 Special Meeting Minutes
3. Introductions – Bryan Tipton, Director of Parks & Recreation, City of Pierre
Tanya Lieberman, Park Superintendent, City of Pierre
4. Budget and Revenue Update – Jim Protexter
5. Public Facilities Applications:
 - a. Eligibility discussion regarding land purchase for public hunting
6. Marketing & Events Applications: None.
7. SimpleView Contract Approval - \$3,000 (Tia)
8. Marketing – Tia Kafka
 - a. SD Tourism Coop Peak/Shoulder Season Update
 - i. Streaming Video Platform Options - DRG
 - b. Discussion on Sports Shows
 - c. Small Grants
 - i. YMCA Half Marathon - \$500
 - d. Organic Social Media/Email Marketing Contract Update
9. 2022 Meeting Dates - July 20
October 12 (Proposed)

Dialogue/Correspondence

Motion to adjourn