

## AGENDA

### PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8 a.m. Thursday, Oct. 8, 2020

This is a public meeting being conducted via Zoom.  
For login information, contact [jim@pedco.biz](mailto:jim@pedco.biz).

*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 7/9/20 Meeting Minutes
3. Budget and Revenue Update – Jim Protexter
4. Public Facilities Applications - None
5. Marketing – Jamie Seiner, Tia Kafka
  - a. SD Tourism Coop – Peak Season Commitment
  - b. Update on Email Marketing Campaign
  - c. Research Update on Organic Social Media RFP
  - d. Small Grants
    - i. Women's Softball tournament
    - ii. Men's softball tournament
    - iii. Gov's Cup fishing tournament
    - iv. Trader Days
    - v. Cass Equine, LLC Goat Tying Event
6. 2021 Meeting Dates
  - 8 a.m. Thursday, Jan. 14
  - 8 a.m. Thursday, April 8
  - 8 a.m. Thursday, July 8
  - 8 a.m. Thursday, Oct.14

**Dialogue/Correspondence**

**Motion to adjourn**