

AGENDA

PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8 a.m. Thursday, Feb. 8, 2021

**This is a public meeting being conducted via Zoom.
For login information, contact 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 1/14/21 Meeting Minutes
3. Budget and Revenue Update – Jim Protexter
4. Public Facilities Applications: Preliminary Discussion, Discovery Center Concept Design
- Rhea Waldman
5. Marketing & Events Applications: Buckin’ on the River – Blake Paxton
6. Marketing – Jamie Seiner, Tia Kafka
 - a. STR Report Renewal - \$2,800
 - b. Oahe Days Contingency Reserve – Up To \$20,000
 - c. World Walleye Championship 2023 Tournament Decision - \$10,000
 - d. SD Tourism Coop Update & Shoulder Season Approval - \$40,000
 - e. Social Media Cost Share
 - i. \$12,500 per year (CVB & Chamber)
 - ii. \$5,000 for organic social media and blog posts
 - f. SimpleView/Book Direct Renewal - \$3,000
 - g. Small Grants
 - i. Softball Tournament Updates – Mark Gageby, Sheri Lappe
7. 2021 Meeting Dates
8 a.m. Thursday, July 8
8 a.m. Thursday, Oct. 14

Dialogue/Correspondence

Motion to adjourn