

## Pierre BID Board Minutes

Thursday, January 10, 2019  
8:10 – 9:30 a.m.  
Chamber of Commerce Board Room

**Present:** Chairman Brad Reinke, Craig Gill, John Poncelet, Matt Judson, Christina Klinger and Mayor Steve Harding

**Also present:** Jim Protexter – PEDCO, Lois Ries - CVB, Jamie Seiner and Katie Johnson, Pierre Area Chamber and Sonja Boe.

**Absent:** Rick Patel

Board Chairman Reinke officially called the meeting to order at 8:10 a.m.

**Adopt Agenda:** Motion was made by Judson to adopt the agenda. It was seconded by Poncelet. Motion carried.

**Minutes:** With no additions or corrections to the Minutes, the Motion was made by Judson to adopt the Minutes as presented and Poncelet seconded the motion. Motion passed.

**Budget and Revenue Update:** Protexter reviewed the 2018 end of the year numbers, commenting that the Revenue was up by 2.2% through November. The monies for the Griffin Park grant was committed for 2019. Discussion was held on the Budget. The Motion was made by Poncelet, to approve the 2019 Budget, which would include the \$7,500, which the CVB can use for grants up to \$1,000 and they do not have to be presented by the applicants to the BID Board. It was seconded by Klinger. Motion passed.

**Bidding Direction for Tournament Organizers – Sheri Lappe & Mark Gageby:** Discussion was held on the upcoming women's, men's and co-ed softball tournaments to be held in Pierre in 2019. There is great potential for additional tournaments to be held here also especially with the improvements that are planned for the fields. Gageby and Lappe each reported on the tournaments they were working on bidding. Comments were made on what a great job the two of them did in working on getting prospective tournaments to Pierre. All the members were very confident in Lappe and Gageby's discretion and expertise in bidding these events. Reinke entertained a Motion to approve Mark Gageby and Sheri Lappe to be approved for a total of \$4,200, (\$1,200 for a Co-Ed, \$2,000 for Women's and another \$1,000 for a Men's Tournament) without having to come back to the BID Board and ask for individual monies. The Motion was seconded by Poncelet. Motion carried.

**Invoicing and bill payment:** On October 29<sup>th</sup> a meeting was held in which Reinke, Klinger, Gill, Protexter, Jamie Seiner and Lois Ries and Twila Hight from the City Office were in attendance to discuss the process of paying invoices for the BID Board. Seiner summarized the discussion from that meeting and explained how different situations could make the process more cumbersome than at other times, for example the BassMaster Tournament. It was very time consuming and confusing at times to get all the invoices paid correctly. Ries also commented on how much time could pass for the volunteers to the Sports Shows to get reimbursed and paid for their travel expenses. At the October 29<sup>th</sup> meeting, Twila recommended that the sports show representatives submit the invoices directly to the city and bills for events like the BassMaster tournament be sent directly to the city for her to make payment. This would

clear up the invoicing issues that the Chamber was experiencing. Comments were made by Harding and others on how to approve and double check which bills were eligible for payment. Seiner and Ries thought that perhaps they could check with some of the other area Chambers and CVB's at the upcoming Annual Tourism meeting, to see what their payment processes were like. Everyone agreed that there is room for improvement and simplicity. Seiner and Ries will report back to the Board with their findings.

**Marketing & South Dakota Tourism Coop Program:** Seiner and Ries gave the Board reports on the 2018 Shoulder Season, saying there were good numbers of hunters back in the area. Rooster Rush went well, lots of activity. Seiner again touched on what the Lawrence and Schiller campaign would focus on for 2019. She clarified the fact that there are some new ideas with digital ad and using more social media. Seiner explained how the funding worked with the 2019 proposed budget in which the Board had already approved \$40,000 for the matching funds from the Department of Tourism for the 1<sup>st</sup> half of 2019, which is referred to as "Peak Season." Discussion was held on the second half of the year's funding with comments on improving the advertising campaign. Seiner said that 2/3 of the monies was geared to "Outdoor Marketing," the fishing and hunting visitors. 1/3 is then used for the "Wanderers Market," folks that are sightseeing and checking into the cultural aspects of our area. The Motion was made by Poncelet and seconded by Judson to approve \$40,000 for the 2<sup>nd</sup> half of the funding to Lawrence and Schiller for the Shoulder Season for 2019. The Motion carried.

Discussion was had on the Pierre Chamber partnering with Fort Pierre Tourism on splitting full page ads for the 605 Magazine for one year. Reinke entertained the Motion to do so, it was seconded by Judson. Motion carried.

Seiner and Ries brought to the board an opportunity that was recently presented to the Chamber by LAMAR, a billboard company. Discussion was had about the billboards with an initial cost of \$12,000 for one year of billboards in two premier locations, one near Sioux Falls and another near Rapid City, and \$10,000 each year thereafter. The board decided to pass on this opportunity at this time.

**Small Grants:** Ries told the Board that a \$1,000 grant had been awarded to the Dakota Western Heritage Festival for their "A New Christmas Tradition Christmas Concert" held in December. The grant helped cover advertising and other expenses.

**2019 Proposed Meeting Dates:** Protexter proposed the meeting schedule for 2019 as follows: April 11, July 11 and October 10. There was an issue with Protexter's schedule on the April 11 date so it will be changed to April 18.

It was noted that Matt Judson and John Poncelet terms will end on 3/19. Matt Judson will be replaced by Brittany Novotny. Judson commented on his involvement with the BID Board since its beginning and was thanked by all for his service to the board.

The Motion was made by Klinger and seconded by Judson by to adjourn the meeting. Motion carried. The meeting was adjourned at 10 a.m. Chairman Reinke thanked everyone for coming.