

## Pierre BID Board Minutes

Thursday, January 11, 2018  
8:05 a.m. – 9:00 a.m.  
Chamber of Commerce Board Room

**Present:** Chairman Brad Reinke, Craig Gill, Karen Palmer, John Poncelet, Laura Schoen Carbonneau (ex-officio), Matt Judson, Rick Patel, Mayor Steve Harding

**Also present:** Jim Protexter – PEDCO, Lois Ries - CVB, Sheri Lappe and Mark Gageby-Women's State Slow Pitch Tournament Representatives

**Absent:** none

Board Chairman Brad Reinke officially called the meeting to order at 8:05 a.m.

**Adopt Agenda:** Board Chairman Reinke asked for any corrections to the agenda. Chairman Reinke asked that the update on the Sunset Paddlewheel Port by Caleb Gilkerson be moved from item number 5 to item number 7, and that the proposed 2018 meeting dates for the BID Board be moved to item number 8 on the agenda. Karen Palmer made a motion to adopt the revised agenda. The motion was seconded by John Poncelet. Motion carried.

**Minutes:** Chairman Reinke asked if there were any corrections or adjustments to the minutes. Hearing none, a motion was made by Brad Reinke to approve the minutes. John Poncelet provided a second and the motion carried.

**Budget and Revenue Update:** The financial review included revenue received from August, 2014 through November, 2017, with December's revenue not received. Jim included a projected revenue for December of \$20,465 to get a projected change from the previous year. Using this projection, this would show a final ending balance for marketing and promotion of \$26,494, and a final ending balance for public facilities of \$71,712 (if final 2017 revenue is less than project, CY 2017 carry-over/ending balance would be reduced). Jim feels an additional \$3000 will probably need to be reduced on each side for an accurate ending balance. For projected 2018 revenue, Jim put in the figure of \$240,000 to be split between marketing and promotions and public facilities. The projected expenses for 2018 are listed including the star report and small grants expenses. A couple of reminders of expenses that have been approved over the years including the 2021 EMS Conference bid and the 2018 Winter Fishing Weekend. The final budget will need to be discussed in April and finalized by July 10.

**Star Report Rate Increase:** The Star Report is going to implement a 10% increase from the present cost of \$2,275, which will be about \$300 more. After a brief discussion, Matt Judson made a motion to approve the cost of a Star Report subscription for one year and John Poncelet provided a second. Motion carried.

### **Large Grant Applications:**

**Women's State Slow Pitch Tournament:** Sheri Lappe and Mark Gageby met with the Board to present a request for a grant they are requesting in the amount of \$2,000 for the Women's State Slowpitch Softball Tournament. This tournament will bring to Pierre between 30-35 teams of 15 players, plus their

families. They usually stay in motels for 2 nights plus restaurants, etc. The money will be used for trophies, all tourney patches, and umpire fees. The cost to run this tournament is about \$18,000. The dates for this tournament will be near the end of July. The money from concession sales at this event goes back into field improvements. Some future improvements being discussed are to expand the number of playing fields, shade canopies, lighting and fencing for playing areas. Sioux Falls, Huron, and Aberdeen have all added new diamonds to try to bring tournaments to their fields. Mayor Harding suggested talking to Tom Farnsworth about possible field expansion sites. Brad Reinke made a motion to approve the \$2,000 grant to bid for the 2019 tournament and Matt Judson gave a second. Motion carried.

### **Marketing:**

**South Dakota Tourism Coop Program:** A meeting with South Dakota Tourism to discuss Peak Season promotions, included discussions of angler marketing which is already being distributed. They are looking at doing an app similar to the hunting app they promoted, with an angler theme. They will also continue to do GEO fencing at the sports shows. Midwest Hunting and Fishing did articles on the Bassmasters Elite Series coming to Pierre June 29-July 2, 2018. For SEM Marketing for this year, the \$5,000 per season can be a combined sum of \$10,000. A motion was made by Brad Reinke to approve the additional \$5,000 SEM funding for the fall season and seconded by Matt Judson. Motion carried.

**Small Grants:** No new small grant applications have been received. The small grant for the Winter Fishing Weekend has already been approved.

**Bassmaster Elite Tournament:** Things are being organized for this event and Lois provided the Board a listing of additional show expense estimates beyond the \$50,000 tournament fee that has already been approved in the amount of \$11,150, which does not include an estimate for ice. Chairman Reinke requested that Lois visit with Ft. Pierre to see if they would be willing to split the cost of these additional expenses. Lois will be presenting information on the tournament to the Ft. Pierre Tourism (BID) Board next month. Final approval of additional expenses will be discussed at the April meeting. The tournament will have a team of people coming in to set up, but volunteers will also be needed to help with this event. A meeting on logistics including street closings, emergency management, etc. was held yesterday. The end of the month a meeting will be held to discuss the festival side of the tournament. Game, Fish, and Parks and the National Guard have already volunteered to help, and the Women's Prison will have inmates to help the day before the tournament with setup, and the day after the tournament for cleanup. Oahe Hockey will run the beverage tent and Pierre Music will schedule different music events for the amphitheater. Food vendors already contacted include Drifters, Big Tom's Diner, Richie Z's BBQ, and the Longbranch to provide food at the festival. On Friday night the Pierre Trappers Baseball Team will be hosting a home game, and on Saturday Ft. Pierre Tourism is planning on scheduling some music and activities for the festival in Lilly Park. The rules meeting will be held at the Ramkota and Mayor Harding has agreed to do the welcome. Local marketing will be done at a later time to remind local residents of the events going on that weekend. The Bassmaster Elite tournament will be discussed at the Tourism Conference and promoted at sports shows including Pheasant Fest.

**Membership-Missouri River Tourism:** Matt Judson made a motion to approve a \$1,000 membership in Missouri River Tourism and Brad Reinke seconded the motion. Membership makes the BID eligible to receive grants. Motion carried.

**2018 Sports Shows:** John Hight, Rick Murray, and Paul Marso will begin attending sports shows next week with the Council Bluffs Sport Show on January 19-21. The first weekend in February they will attend the sport show in Lincoln, the second weekend they will travel to St. Cloud for their sport show, and the third weekend in February will be Pheasant Fest. In March they will attend the Eu Claire, Wisconsin Sport Show. Rick Murray will attend the April BID Board Meeting and review the sports shows with board members. John Hight requested they have shirts with the Pierre logo to wear for the shows and Chairman Reinke gave approval for this expense.

**Update on Sunset Paddlewheel Port:** Caleb Gilkerson was to report to the Board on progress being made with docking for the boat, but did not attend the meeting.

**2018 Proposed Meeting Dates:** The BID Board meeting date for April 12 has been changed to April 5 at 8:00 a.m. The proposed dates for July 12 and October 11 will stay the same.

**Dialogue:** Chairman Reinke thanked Karen Palmer for her service on the BID Board. Karen Palmer thanked the Board for allowing her the opportunity to serve on the Board.

With no further discussion, Matt Judson made a motion to adjourn which was seconded by Brad Reinke. Motion was carried and the meeting concluded at 9:00 a.m.

**2018 Meeting Dates:**

- 8 a.m. Thursday, April 5
- 8 a.m. Thursday, July 12
- 8 a.m. Thursday, Oct. 11