

Pierre BID #1 Board Minutes

Thursday, January 12, 2022

8:36 – 9:37 a.m.

Chamber Board Room

Present: Rick Patel, Mayor Steve Harding, Debi Kessler, Bryan Beck, Brittany Novotny, John Poncelet and Becki Potrzeba

Also Present: Jim Protexter – PEDCO and Sara Rankin – Chamber

Welcome: Poncelet welcomed the board at 8:36 a.m.

Adopt Agenda: Kessler made a motion to adopt the agenda as presented. Novotny seconded. Motion carried.

Protexter presented an amendment to the agenda; the addition of 4d - the approval of the 2022 shoulder season.

Poncelet made a motion to approve the amended agenda, Novotny seconded. Motion carried.

Minutes: Mayor Harding motioned to accept October meeting minutes as presented. Poncelet seconded. Motion carried.

Election of Officers: The following nominations were presented: John Poncelet, Chair and Rick Patel, Secretary. Novotny made a motion to approve the nominations, Potrzeba seconded. Motion carried.

Budget and Revenue Update – Jim Protexter:

- a. Small Grant Awards Fund: Beck made a motion to approve \$7,500 for small grants in 2022 with the exception made for the Oahe Softball Association to receive up to \$2,000 in funding. Kessler seconded. Motion carried
- b. Contract – STR Report: Protexter reported that there would likely be a 10% increase in cost in 2022, the current cost is \$2, 900. The board discussed the information obtained from the report and inquired about receiving bi-weekly reports, as opposed to monthly. It was decided that the approval of the renewal would be tabled until a later meeting, after more information could be collected and reviewed. Poncelet made a motion to table item 4b until a later date, Patel seconded. Motion carried.
- c. Contract: Chamber Organic Social Media: Rankin reported to the board that Valerie Kleppen, Virtual Assistant for Visit Pierre, would not be renewing her contract after January 31, 2022. Steps to find a replacement were discussed. The increase in funding allocated for marketing efforts, in order to increase exposure, was also discussed. The board inquired about various marketing agencies and Rankin offered to follow up with Kafka upon her return to do research on the aforementioned agencies. Poncelet made a motion to table the discussion until more research could be done on agencies, Patel seconded. Motion carried.
- d. Kafka and Rankin recently met with Lawrence and Schiller on the current shoulder season and site visits and click rates were up from 2020. Current shoulder season efforts seem to be working well. Due to the recent change in the approval schedule at the state level, Rankin asked the board to approve the 2022 shoulder season budget of \$40,000. Beck made a motion to approve the shoulder season budget, Novotny seconded. Motion carried.

Public Facilities Applications: None

Marketing & Events Applications: An organizer from the St. Paddy's Day Dart Tournament recently inquired about funding, but an application has not been submitted.

Marketing – Sara Rankin:

SD Tourism Coop: Updated board on Shoulder and Peak marketing efforts.

2022 Sport Shows: The Denver Sports Show was moved to March. Kafka is having a difficult time finding volunteers to attend sports shows and will be attending the upcoming show in St. Paul.

2023 Fishing Tournament: Masters Walleye Circuit has approached Pierre about a tournament in Pierre for 125 anglers in 2023. Board discussed potential dates for a tournament and agreed that September would be ideal. Kafka will check on commitment deadline and anticipated room nights for the tournament.

Small Grants: None

2022 Meeting Dates: In-person meetings will be held January 12 (elections), April 20, July 20 and October 19.

Dialogue/Correspondence: The Special Olympics basketball tournament will be held the second weekend in March, and they are looking for volunteers.

Beck motioned to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 9:37 a.m.