

# Pierre BID Board Minutes

Wednesday, April 12, 2023

9:08 – 10:38 a.m.

Chamber Board Room

**Present:** Bryan Beck, John Poncelet, Becki Potrzeba, Debi Kessler, Mayor Steve Harding

**Also Present:** Jim Protexter – PEDCO, Tia Kafka – Chamber, Ann Norden, Office Manager

**ZOOM:** Kelcy Nash, Senior Games

**Absent:** Sara Rankin

Chairman Poncelet called the meeting to order at 9:08 a.m.

**Adopt Agenda:** Beck made a motion to adopt the agenda as presented. Mayor Harding seconded. Motion carried.

**Minutes:** Mayor Harding motioned to accept the January meeting minutes as presented. Potrzeba seconded. Motion carried.

**Budget and Revenue Update (Jim Protexter)** - February receipts do not include Days Inn yet. January 2023 was up 6.8%. The YMCA project is firm on starting and will be finishing in June 2024.

**Public Facilities Applications** – None

## **Marketing & Events Applications:**

**Horse Nations Indian Relay (Calvin Ghostbear)** – Calvin explained to the board why they did not come back for the Championship. Calvin is asking for \$20,000 for 2023 HNIRC Season Opener which will be held May 20-21, 2023, at the Stanley County Fairgrounds. He said that he does not want to move it to Aberdeen and wants to keep it in our area. Calvin said that he is not getting any help from the Fort Pierre BID. He is thinking about going to businesses in Fort Pierre and getting help that way. Would like to hear what Gloria Hansen's opinion is and why they are not offering up more money. Potrzeba made a motion to award \$10,000. Mayor Harding seconded. Motion carried.

**South Dakota Senior Games (Kelcy Nash)** – Kelcy told us that she is hoping to have around 700 athletes for the games in Pierre. The senior games start on September 7 and end September 10. We will be using 10 different venues. The headquarters will be at the Ramkota and then the games begin Thursday at 7:30 a.m. and will finish on Sunday. Registration for the events begins June 1 and ends August 31. Kelcy is asking for \$10,000 for both 2023 and 2024. Poncelet made a motion for \$10,000 per year for the next two years. Kessler seconded. Motion carried.

## **Marketing- Tia Kafka:**

**SimpleView** – Hotel booking automation contract renewal is \$3,000. Beck moved to renew booking widget. Kessler seconded. Motion carried.

**SD Tourism Coop Shoulder/Peak Season Update** – Peak season is underway and the new materials/assets are being approved as provided. The application for the shoulder season is due April 25, 2023. Tia gave the board their options for the tiers offered in the co-op program. We have the opportunity to move up a tier and invest \$65,000 and still get the match. Doing this will get more impressions, markets and audiences, as well as the steaming OTT tv spots that the board would like to include. Beck motioned to increase co-op shoulder investment to \$65,000. Potrzeba seconded. Motion carried.

**Small Grants** - None

**2023 Meeting Dates:** July 19  
October 18

Beck motioned to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 10:38 a.m.