

Pierre BID Board Minutes

Thursday, April 16, 2020
8:04 – 9:25 a.m.
ZOOM Meeting

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

Also Present: Jim Protexter – PEDCO, Tia Kafka – CVB and Jamie Seiner – Chamber

Welcome: Protexter welcomed the board at 8:04 a.m. to the meeting held via ZOOM, due to COVID-19.

Introductions: Bryan Beck was welcomed to the board and introduced himself. Beck will serve a 3-yr term. Kessler will renew for another 3-yr term.

Election of Officers – Chairman and Secretary, 2-yr terms: John Poncelet agreed to be nominated as Chairman. Novotny motioned elect Poncelet as BID Chairman. Beck seconded. Motion carried by rollcall vote. Rick Patel agreed to be nominated as secretary. Poncelet motioned to elect Patel as BID secretary. Novotny seconded. Motion carried by rollcall vote.

Adopt Agenda: Poncelet motioned to adopt agenda as presented. Beck seconded. Motion carried by rollcall vote.

Minutes: Novotny motioned to accept January minutes as presented. Poncelet seconded. Motion carried by rollcall vote.

Update on Approved Events – Jamie Seiner: Special Olympics was canceled due to COVID-19. Seiner requested that Special Olympics move BID's \$3k support to 2021. Let Freedom Fly Airshow, a \$20k commitment, has postponed until 2021. Road to the River, a \$7.5K commitment, will likely postpone until 2021. Softball tournaments and State High School Rodeo are still in place and monitoring the situation.

Board evaluated budget to ensure funds are available to roll over into 2021 for postponed events. Language in BID applications allows the board to deny or request a return of funding if an event's plans, timing or scope change substantially. Postponed events will need to uphold their commitments to putting heads in beds.

Action Item: Seiner will remind event planners of BID funding terms.

Budget and Revenue Update – Jim Protexter: Revenue was up 5.6% from 2019, through February. Anticipated payments for Road to the River and Special Olympics were deducted from the budget but will be added back due to postponements. 10-year payment plan for the outdoor pool was presented and earlier payoff options were shared.

Protexter asked the board to consider a one-time transfer of funds into the marketing budget from the public facilities budget for recovery advertising efforts. He suggested the maximum would be about \$100K which would still allow the board to meet its current public facility obligations. Board discussed COVID-19 timeline and projected travel trends. Board members will monitor the situation.

Action Items:

- Poncelet will call a special meeting to discuss marketing funds, if needed before July.

- Poncelet and Patel will speak to Lawrence & Schiller regarding recovery marketing opportunities and projections.

Marketing – Jamie Seiner:

SD Tourism Coop: Seiner and Kafka will speak with SD Tourism today. They will ask about opportunities for a recovery marketing coop.

Action Item: Seiner will arrange a meeting for BID board members with SD Tourism.

Sport Shows: Wisconsin Sport Show canceled. Booth fees were non-refundable. Kafka requests remaining funds from this year be allocated to updating outdated display items. She proposes that Pierre attend the Denver show in 2021 instead of Kansas City and Fargo instead of Lincoln. The increase in exposure would be approximately 25K attendees. Travel expenses would be comparable, but booth fees would be higher. CVB requests an additional \$5K funding, bringing the total for 2021 sport shows to \$20K. Board determined that leftover funds should be used to refresh booth display and new shows should be pursued.

Website Integration: Lawrence & Schiller would charge \$13K-20K to remodel www.visitpierresd.com and make it relevant. BPro would charge \$1k to integrate the website into www.pierre.org. L&S would charge \$4,300 to optimize the integrated site and maintain analytics. With the integration, www.visitpierresd.com would redirect to www.pierre.org. Simple View will provide a “Book Room” button on www.pierre.org for \$3K per year with a \$2K startup fee. Total cost to merge the two websites and install a “Book Now” option for hoteliers is \$11K. Poncelet motioned to approve the website integration and amended his motion to include an increase of the website budget by \$15K for the integration. Patel seconded. Motion carried by rollcall vote.

2020 Proposed Meeting Dates: July 9 and October 8, 2020

Additional Dialogue: Pierre Swim Team sent a thank you to BID for their support of the outdoor pool.

Mayor Harding motioned to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 9:25 a.m.