

Pierre BID Board Minutes

Thursday, April 18, 2019

8:23 – 9:30 a.m.

Chamber of Commerce Board Room

Present: Chairman Brad Reinke, Craig Gill, John Poncelet, Brittany Novotny, and Becky Potrzeba

Also present: Jim Protexter – PEDCO, Lois Ries - CVB, Jamie Seiner - Chamber

Absent: Rick Patel and Mayor Steve Harding

Board Chairman Reinke officially called the meeting to order at 8:23 a.m.

Adopt Agenda: Motion was made by Gill to adopt the agenda. It was seconded by Novotny. Motion carried.

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

Budget and Revenue Update: Protexter did an overview of the Historical Revenue, Current & Projected Income & Expense sheet. The BID tax is collected by the City of Pierre on the 20th of each month. It takes time to receive the reporting from the City, thus, the reason for the report including no numbers beyond January. Discussion was held on how the monthly receipts are tracked and expended for both the Public Facilities and Marketing & Promotion. Reinke and Protexter with agreement by many in the room expressed the need to review what we are doing since hotel occupancy is down considering all the work that has been done in attempt to increase the stays through the efforts of the BID board.

STR Report Renewals: Discussion was had on the STR Reports and how the report is utilized to track trends and compare with competitor cities in South Dakota. Gill entertained a Motion to approve subscribing to the STR Report for 2019 and the Motion was seconded by Poncelet. Motion carried.

How Other BIDs Handle Invoices, Payments & Contracts: Reinke summarized history of BID Tax and Board formation from implementation to today. In the January meeting, Mayor Steve Harding and others thought it would be helpful to check with the other area Chambers and CVB's on their payment processes. Ries returned with notes from the Annual Department of Tourism Conference and concluded that each city has a different relationship with their CVB to utilize BID funding. The CVB group did not get into discussion on the process for invoices and payments so Protexter has initiated research with other cities to complete the report and continues working on gathering that information. Seiner mentioned on October 29th a meeting was held to clarify the financial processing. Majority of the items that were a concern have improved significantly as a result from the communication at that meeting. Seiner mentioned at that meeting, Twila Hight stated the City will need to sign contracts and agreements. There is an issue signing the Digital Services Agreement with Lawrence & Schiller for the marketing cooperative that needs to get cleared up. The City said it wasn't under their scope to sign it and Reinke commented that wasn't within his authority as the President either. It was agreed that clarification needs to be had on all agreements and contracts. Reinke is going to check with the City's attorney on the City signing contracts and agreements for projects just to clarify roles, accountability and liability for BID Board purposes. It was suggested by Protexter that it might be a good time to review

the by-laws to make sure they still make sense for the Board. Protexter and Reinke will report back to the Board with their findings.

Marketing & South Dakota Tourism Coop Program: Seiner gave the Board a report on some of the work being done for Peak Season marketing and explained the program with Department of Tourism and Lawrence & Schiller. Protexter explained he was recently made aware of the billing process and how the payment isn't in a large, \$40,000 check but rather in many monthly invoices.

Seiner gave a report on Pierre Chamber partnering with Fort Pierre Tourism on splitting full page ads for the 605 Magazine for one year. The ad for the May magazine was shared with the Board.

Sports Show Review: Ries recapped the past year of Sports Shows and some of the highlights and struggles for the year. She reported the plan is to participate in the same shows for 2019 and the board approved funding through the end of 2019 so in October it will need to be decided if we want to pursue Sports Shows for 2020 and beyond.

Small Grants: Ries told the Board that a \$1,000 grant had been awarded the Pierre USBC organization for the hosting of the 2019 State Women's bowling tournament for several weekends this winter. Reis also granted \$750 for the SD 4-H Youth Finals Rodeo bringing in many families to the area this spring for the event.

2019 Proposed Meeting Dates: There is an issue with Seiner's schedule on the October 10th date so she will bring a new meeting date suggestion to the July 11th meeting.

It was noted that the board received two letters of thanks, one from Missouri River Tourism for the 2019 membership and another from the Kansas City Boat show for having an exhibit at their event.

Poncelet and Protexter mentioned the BID Board may be missing out on interest income considering the balance available. Reinke expressed there are products on the market that would be a nice fit for our situation. Protexter will correspond with the City of Pierre and gather information to determine if it is an option worth exploring and will report to the Board at the next meeting.

The Motion was made by Poncelet and seconded by Potrzeba by to adjourn the meeting. Motion carried. The meeting was adjourned at 9:30 a.m. Chairman Reinke thanked everyone for coming.