

Pierre BID Board Minutes

Thursday, June 4, 2020

3:04 – 5:36 p.m.

ZOOM Meeting

Present: John Poncelet, Rick Patel, Debi Kessler, Becki Potrzeba and Bryan Beck, Jamie Seiner (ex-officio)

Excused: Mayor Steve Harding, Brittany Novotny

Also Present: Jim Protexter – PEDCO, Tia Kafka – CVB

Welcome: Jamie welcomed the board and guests at 3:04 a.m. to the meeting held via ZOOM, due to COVID-19.

Introductions: Paige Schwitters, Alex Van Voorhis, Olivia Larson and Annemarie Fisher from Lawrence & Schiller and Ashley Worth and Mike Gussiaas from South Dakota Department of Tourism introduced themselves.

Supplemental Marketing Campaign: Lawrence & Schiller and Department of Tourism presented what additional funding, outside of the co-op with Department of Tourism would do to compliment the current marketing plan. They presented a plan where Pierre BID would spend \$40,000 and Department of Tourism will generously match \$10-15,000. Discussed measurables, goals, audiences, markets, timing, strategy and next steps. Using current creative elements will allow Lawrence & Schiller to maximize funds and a \$55,000 budget will add approximately 2 million more impressions over a span of approximately two months. Questions were asked by the BID Board and other attendees to gain clarification on this investment. Lawrence & Schiller and Department of Tourism will send full media schedule and need approval by June 12th to move forward in ideal timeframe.

BID Board Only Discussion on Additional Marketing Campaign: Discussion took place regarding proposal from Lawrence & Schiller and using available dollars from the Public Facilities funds to take advantage of marketing climate and need for visitors to come through the rest of summer. Beck proposed to go with Option 1 that includes new video content, offering \$10,000 additional to increase exposure with OTA, social media and search with a goal of 4 million impressions. Also, added in the proposal to ask if Tourism will increase their generous match of \$10-15,000. Potrzeba seconded. Motion carried.

Update on Approved Events – Jamie Seiner: Jamie updated board with Road to the River's marketing update. They anticipate holding the event and will spend \$3,000 of the \$7,500 this year and the remaining \$4,500 next year. The board appreciated the update.

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

Additional Dialogue: The board discussed using additional funding to present a request for proposal to local organizations to create and manage social media content. With the objective to increase organic social media presence for Pierre, SD. It was suggested by the board for the Pierre Area Chamber to research the scope, effective budget and timeline for the RFP.

Meeting adjourned at 5:36 p.m.