

# Pierre BID Board Minutes

Thursday, July 9, 2020

8:06 – 10:01 a.m.

ZOOM Meeting

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

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

**Welcome:** Poncelet welcomed the board at 8:06 a.m. to the meeting held via ZOOM, due to COVID-19.

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

**Minutes:** Harding motioned to accept June Special Meeting minutes as presented. Potrzeba seconded. Motion carried by rollcall vote.

**Budget and Revenue Update – Jim Protexter:** Pierre Inn & Suites has caught up on some payments. Days Inn and EconoLodge are currently delinquent. Letters of notice have been sent to both, from the city. Protexter met with Days Inn staff, who would speak with the new owners. EconoLodge is expected to become Country Inn & Suites in August.

Revised 2020 budget reflects anticipated 40% decrease in receipts. Sufficient funds are available in Public Facilities to meet long-term commitments. Board discussed budget projections for 2021. Poncelet motioned to decrease 2021 budget by 15%, to \$204k. Patel seconded. Motion carried by rollcall vote.

**Action Item:** Poncelet and Patel will sign 2021 budget documents. Protexter will submit them.

Protexter requested a motion to amend the bylaws and move board elections to the first meeting of the year. Novotny so moved. Harding seconded. Motion carried by rollcall vote.

## **Marketing – Jamie Seiner:**

**SD Tourism Coop:** Lawrence & Schiller will present new marketing plan in August. Commitment is needed by September. Board will wait to see plans before committing. A special meeting may be required.

**Visitor Guide Ad:** Chamber presented overview of Visitor Guide distribution. Patel motioned to purchase full-page ad for 2021. Beck seconded. Motion carried by rollcall vote.

**Sport Show Restructuring:** Updates given for 2021 sport show expectations, policies and procedures, given COVID-19 concerns. Poncelet motioned to proceed with Pheasant Fest 2021, update display materials and allow the Chamber flexibility to take advantage of alternative marketing opportunities while rolling back some spending. Beck seconded. Motion carried by rollcall vote.

**Peak Season Expanded Program:** Seiner outlined updated media marketing calendar, located in board packet.

**Research Update on Organic Social Media RFP:** Kafka described plans to begin marketing efforts early next spring. Website integration will go live next week. Plans to beef up hunting & fishing page were shared.

Board approached and discussed a new idea, to initiate an email drip campaign. Beck motioned to spend \$3K for quarterly emails with Lawrence and Schiller for a year, beginning immediately, and to seek RFP for future marketing prospects, to be reported on in October. Potrzeba seconded. Motion carried by rollcall vote.

**Fishing Tournament Proposals:** Three proposed fishing tournaments are looking to come to the area within the next year. Requirements, concerns and expectations for each were discussed. Poncelet motioned to pass on BID funding for all three tournaments at this time. Potrzeba seconded. Motion carried by rollcall vote.

**2020 Meeting Dates:** October 8, 2020 at 8 a.m.

Beck motioned to adjourn. Harding seconded. Motion carried. Meeting adjourned at 10:01 a.m.