

Pierre BID Board Minutes

Thursday, July 11, 2019

8:00 – 9:26 a.m.

Chamber of Commerce Board Room

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

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

Absent: Mayor Steve Harding

Board Chairman Reinke officially called the meeting to order at 8:00 a.m.

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

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

Budget and Revenue Update: Protexter reported that March is down compared to last year, but YTD is close to being even. A majority said they have had a good and busy summer at the hotels with many big groups booking rooms.

Public Improvement Grant Request: Oahe YMCA—Aaron Fabel, Kim Leiferman: Fabel informed the board on phase 2 of the Oahe YMCA expansion. Fabel asked the board to contribute \$200,000 to help with the cost of adding another gym. The benefits of another gym would be more local tournaments, allowing families to stay longer during tournaments, and giving residents a local gym to practice. Fabel mentioned the YMCA has a coordinator to organize tournaments. Potrzeba stated there is a demand in our community for a bigger gym. Reinke mentioned there is room in the budget to offer what Fabel is asking. The Motion was made by Gill and seconded by Patel to approve \$200,000 ask for the Oahe YMCA. Motion carried.

Applications Now Available On City Website: Protexter announced that grant applications are now available online through the City website.

Follow-Up On Signing Contracts—Brad Reinke: Reinke informed the board that he talked to the City Attorney and is still waiting to hear back. Reinke will continue to communicate with the City Attorney and report on the results during the October board meeting.

Marketing & South Dakota Tourism Coop Program: Seiner reported that she is wrapping up the campaign with Lawrence and Schiller. They are also working on targeting the outdoor market which is going well.

Seiner stated that Lawrence and Schiller are working on search engine optimizations, online ads, digital billboards, and blog writer to advertise hunting in our area during the shoulder season.

Ries mentioned that the board needs to decide on whether to renew the contract for 2020 or not since the contract is coming in soon. Ries stated that the Department of Tourism matches the \$80,000 that the board pays for in ads. It was suggested that the board approve the contract for 2020 and can look into other advertisement opportunities for future years. Reinke recommended forming a sub-committee for further discussion on the topic. The Motion was made by Potrzeba and seconded by Poncelet to approve the 2020 ask. Motion carried.

Governor's Hunt Discussion: Seiner informed the board that there was a public meeting in June to discuss events to replace the Governor's Hunt. There was good attendance and conversation at the meeting. No formal plans for an event have been made yet.

Pierre Visitor Guide Ad: Ries stated that she is getting the 2020 visitor guide ready and needed the board to approve their page advertisement of hotels. The board approved.

Small Grants: Ries informed the board that Oahe Days applied for a \$1,000 grant to help with expenses which was granted. Dakota Western Heritage Festival also applied for a \$1,000 grant; the board approved a \$750 grant.

2019 Proposed Meeting Dates: The meeting that was scheduled for October 10th has been moved to Thursday, October 3 at 8:00 a.m.

Reinke mentioned that he has to talk at a City Commission meeting soon about the BID board's budget and thought the paperwork needed to be done in July. Ries said that she would check on that. Protexter said that he will organize what day Reinke will report to the City Commission.

The Motion was made by Poncelet and seconded by Potrzeba by to adjourn the meeting. Motion carried. The meeting was adjourned at 9:26 a.m. Chairman Reinke thanked everyone for coming.