

# Pierre BID Board Minutes

Thursday, July 20, 2022

8:43– 9:37 a.m.

Chamber Board Room

**Present:** Mayor Steve Harding, Debi Kessler, Bryan Beck, Sara Rankin, John Poncelet.

**Also Present:** Jim Protexter – PEDCO, Micah Palmer – Chamber, Tia Kafka – Chamber and Ann Norden – Office Manager

**Absent:** Becki Potrzeba and Rick Patel (ZOOM)

**Welcome:** Poncelet welcomed the board at 8:43 a.m.

**Adopt Agenda:** Beck made a motion to adopt the agenda as presented. Mayor Harding seconded. Motion carried.

**Minutes:** Rankin motioned to accept April meeting minutes as presented. Beck seconded. Motion carried.

**Public Facilities Applications: Pheasants Forever – Jeff & Arnie Gutenkauf:** Pheasants Forever is requesting a grant amount of \$10,000. This is a 560-acre permanent habitat protection project which builds upon prior investments in wildlife habitat and is home to pheasants, grouse, and deer. This property is located 3 miles west of Hayes on Brown Church Road. The sellers would like this property to continue in habitat and public access. The proximity of this project to the communities of Pierre and Fort Pierre will draw hunters to the area and would also be a good place to mentor kids. Upon acquisition in December 2022 the land will be turned over to the South Dakota Game Fish and Parks for management and ownership with the project turning into a Game Production Area. Beck made a motion to approve the grant for \$10,000. Rankin seconded. Motion carried.

**Marketing & Events Applications: Horse Nations Indian Relay – Calvin Ghost Bear:** Horse Nations Indian Relay is requesting a BID grant for \$20,000. This event will be at the Stanley County Fairgrounds in Fort Pierre, September 23<sup>rd</sup> through September 25<sup>th</sup>, 2022. The Horses Nations Indian Relay Council's Championship of Champions is a three-day event, with 16 races per day. This will be Fort Pierre's 2<sup>nd</sup> time hosting the event. Indian Relay is a century old sport with renewed popularity. They are predicting 40-50 teams from across the US and Canada. They are needing 4,000 seats for the event. The biggest concern is lodging for the event in Fort Pierre and Pierre. Ramkota will be the event headquarters. Calvin Ghost Bear has been in contact with the venue host, Scott Deal about this issue and planning requirements. Calvin Ghost Bear was strongly encouraged to contact Fort Pierre for the remaining portion. Mayor Harding made a motion to approve the grant for \$20,000. Beck seconded. Motion carried.

## **Budget and Revenue Update – Jim Protexter:**

- a. Protexter reported that revenues through April are 15% ahead of 2021. The new STR Report contract amount of \$3,080 has been added to the budget expense based on January meeting action where Poncelet moved and Patel seconded to table the approval until the contract amount was firmly identified. Motion carried.

**2023 Budget Recommendation:**

Protexter is suggesting a budget increase of 13% for 2023. Beck made a motion to approve a budget increase of 13% for 2023. Mayor Harding seconded. Motion carried.

**Pierre Chamber full page ad for visitor guide \$1,325: (Tia):** The Pierre Chamber requested \$1,325.00 for a full-page ad for the visitor guide. Beck approved \$1,325.00 for a full-page ad for the visitor guide. Mayor Harding seconded. Motion carried.

**Marketing – Tia Kafka & Micah Palmer:**

- a. Organic Social Media/Email Marketing Contract: Kafka reviewed the proposal for a \$15,000/3 year contract for organic social media and email marketing efforts that is contracted with the Chamber. Board acknowledged and agreed to proceed with plan.
- b. SD Tourism COOP Peak/Shoulder Season Update: Kafka reported that peak season advertisements were in full swing and shoulder season advertising assets would be approved and launched in the upcoming weeks.
- c. 2023 SD Tourism Coop Restructuring: SD Tourism is not renewing their contract with Lawrence and Schiller. They will be utilizing 4 different agencies for their marketing co-op efforts.
  - i. Budget Approval for 2023 - \$80,000. Rankin approved Budget for \$80,000. Beck seconded. Motion carried.
- d. Small Grants:
  - i. Women’s 35 & Over Softball Tournament - \$400
  - ii. Women’s Division 2, 4 & 5 Softball Tournament - \$2,400
  - iii. 2022 Governor’s Cup - \$500

**2022 Meeting Dates – October 12, 2022**

**Dialogue/Correspondence:** Protexter is working with city staff on a sports show travel policy agreement.

Beck motioned to adjourn. Mayor Harding seconded. Motion carried. Meeting adjourned at 10:02 a.m.