

Pierre BID Board Minutes

Thursday, January 14, 2021

8:06 – 9:17 a.m.

ZOOM Meeting

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

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

Welcome: Patel welcomed the board at 8:06 a.m. to the meeting held via ZOOM.

Adopt Agenda: Novotny motioned to adopt the agenda as presented. Beck seconded. Motion carried by rollcall vote.

Minutes: Mayor Harding motioned to accept October & November meeting minutes as presented. Novotny seconded. Motion carried by rollcall vote.

Budget and Revenue Update – Jim Protexter: Receipts are down 26.7%, a 15% increase over recent months because Days Inn caught up on 9 months of missed payments. Due to CARES Act Funding, \$50k has been moved back to Public Facilities. CARES Act Funding also reimbursed \$50k for peak and \$50k for shoulder marketing expenses. Funds have been set aside to cover commitments made to the outdoor waterpark and Oahe Y expansion project. Revenue for 2021 is expected to be down \$36k due to the pandemic. Seiner gave an overview of recurring small grants.

Marketing – Jamie Seiner:

SD Tourism Coop: Lawrence & Schiller reporting is delayed due to CARES Act Funding projects. Kafka expects to receive reports for shoulder and CARES Act marketing within a month and will email those results to the board. Kafka will attend a meeting with Lawrence and Schiller to plan for peak season marketing next week. BID has already approved peak season marketing but will need to approve shoulder season when Lawrence and Schiller makes it available.

Email Marketing Campaign Update: Seiner shared examples of the newsletter. Kafka explained that newsletter reach expands through giveaways. The board suggested adding a way to sign up for newsletters on the Visit Pierre website. Kafka will work with the website designer to add this feature.

CARES Act Funding: All funds were spent by December 31, per grant requirements. In addition to replenishing BID marketing funds and expanding marketing efforts, the Pierre Visitor Center is also undergoing modifications to support clean and healthy tourism and the Visitors Bureau began additional marketing initiatives.

2022 Sport Shows: Pheasant Fest 2021 was canceled. 2022 sport show registrations will be upcoming. BID has already approved sport show funding through 2022.

2023 Fishing Tournament: Masters Walleye Circuit has approached Pierre about a tournament in Pierre for 125 anglers in 2023. Board discussed potential dates for a tournament and agreed that September would be ideal. Kafka will check on commitment deadline and anticipated room nights for the tournament.

Small Grants: BID generally approves \$7500 per annum for small grants, up to \$1k per grant, to be given at the Visitor Bureau's discretion to applicants hosting local events. Softball tournaments are

the one exception as they receive up to \$2k. A few events receive funding each year and others are encouraged to be innovative in securing funding. The board expressed a desire in seeing Oahe Days and other large events beefed up with supplementary funds this year. Potrzeba motioned to approve \$7500 for small grants in 2021 with an exception made for softball to receive up to \$2k in funding. Patel seconded. Motion carried by rollcall vote.

2021 Meeting Dates: Second Thursday of the month, quarterly, at 8:00 a.m. – April 8, July 8 and October 14. April's meeting will be held in person with an option to attend via Zoom.

Dialogue/Correspondence: Christmas at the Capitol leaders sent a thank you for the small grant that supported their event. Board discussed upcoming magazine advertising which will showcase hiking and biking in the Pierre area.

Beck motioned to adjourn. Novotny seconded. Motion carried. Meeting adjourned at 9:17 a.m.