

# Pierre BID Board Minutes

Wednesday, January 18, 2023

8:35 – 10:18 a.m.

Chamber Board Room

**Present:** Bryan Beck, John Poncelet, Becki Potrzeba, Debi Kessler, Mayor Steve Harding

**Also Present:** Jim Protexter – PEDCO, Micah Honeywell – Chamber, Clarissia Drefs – Chamber, Dani Norden – Chamber, Tia Kafka – Chamber, and Ann Norden – Office Manager

**ZOOM:** Rick Patel

**Absent:** Sara Rankin

**Welcome:** Poncelet called the meeting to order at 8:35 a.m. and introduced Dani Norden, Chamber Marketing and Events Coordinator, to board members.

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

**Minutes:** Beck motioned to accept the October meeting minutes as presented. Kessler seconded. Motion carried.

**Guest Speaker:** Laura Schoen Carbonneau came to speak about raising the occupancy tax. She is trying to get a feel where communities are now and if they would rather have a flat rate dollar amount or a percentage.

**Term Renewals – Beck and Kessler:** Beck and Kessler three-year terms are up in March. Both have expressed interest in renewing their terms. Mayor Harding made a motion to approve Beck and Kessler. Potrzeba seconded. Motion carried. Mayor Harding will reappoint them at a city commission meeting.

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

- YMCA Project Update – The plan is to start construction this year and finish construction next year. They will be shutting the pools down for 14 days for maintenance.
- Small Grant Authorizing Budget - \$7,500 for 2023. Beck motioned to approve \$7,500. Potrzeba seconded. Motion carried.
- STR Report Contract - \$3080 – This went up quite a bit in 2022. As a result of this increase, Poncelet made a motion to move it up to \$3200. Patel seconded. Motion carried.
- Pierre Chamber Organic Social Media/Email Three-Year Contract - \$15,000 to be paid to the Chamber for social media, newsletter and other marketing activities on BID's behalf. Poncelet made a motion to approve \$15,000. Potrzeba seconded. Motion carried.
- Sport Shows – Volunteer Reimbursement Agreement should be updated with verbiage stating an 'up to' amount instead of just a flat dollar rate. The Sport Show in Denver went really well. Discussion regarding Annual Approvals: For budgeting and tracking purposes, staff would like funding requests for Sport Shows to go to fiscal year (July approval) rather than a January requested/approval.

**Public Facilities Applications:** None.

**Marketing & Events Applications:** Lake Sharpe Showdown – Clarissia Drefs, Pierre Chamber: We are very excited to be having our first fishing tournament, The Lake Sharpe Showdown, April 29<sup>th</sup>-30<sup>th</sup>. We are partnering with The Fishing Crew. The Lake Sharpe Showdown will have a limit of 80 teams and as of right now we have about 30 teams registered. To register for this event, you need to go to Fishingcrew.com. The Rules meeting will be held at River City Public Transit. Also, one of the buses from River City Transit will have a wrap on it. We have also asked the National Guard to set up their bridges for a stage for the weigh-ins and they have graciously agreed to do this. Beck made a motion to approve \$5,000 this year and \$2,500 in each of the next two years. Potrzeba seconded. Motion carried.

**Marketing – Tia Kafka, Micah Honeywell:**

- a. SD Coop Tiers vs DRG OTT and Connected TV Streaming – Micah Honeywell - We would strongly suggest increasing the investment amount in the Coop program vs giving those funds to DRG. By moving up to the next tier, we are able to get the OTT included in our campaign as well as the match from the state. This gives us more bang for the buck, as well as consistency with the current marketing efforts.
- b. SD Tourism Coop Shoulder/Peak Season Update – Shoulder season is wrapping up. We are also in the process of getting everything transferred and ready to go with Love Communications for the new Peak season. We should be seeing the new creative in the next few weeks. We're really excited for this new partnership and look forward to seeing what they produce.
- c. Proposals to Amend Occupancy Tax Rate – Laura Schoen Carbonneau, Executive Director, Visit Brookings – Laura explained a proposed bill being brought to the Legislature that would increase the cap on the Occupancy Tax Rate to 4% or a \$4 flat rate. This bill would also give local governments the authority to set the rate in their communities based on the local needs. The bill is being supported by the SD Municipal League, CVBs throughout the state and other tourism industry partners.

**2023 Meeting Dates:** April 12  
July 19  
October 18

Beck motioned to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 10:18 a.m.