

Pierre BID Board Minutes

Thursday, July 8, 2021

8:33 – 10:23 a.m.

Pierre Area Chamber of Commerce Board Room

Board Members Present: John Poncelet, Rick Patel, Mayor Steve Harding, Debi Kessler, Bryan Beck and Becki Potrzeba

Also Present: Jim Protexter – PEDCO; Tia Kafka – CVB; Sara Rankin – Chamber; Buddy Seiner, Tom Farnsworth and Larry Coyle – Pickleball Club

Welcome: Patel welcomed the board.

Adopt Agenda: Two additions will be added to the agenda: 4a – Bylaw Changes and 7a1 – Visitor Guide Ad Update & Placement. Beck moved to adopt the agenda as amended. Mayor Harding seconded. Motion carried.

Approve Minutes: Potrzeba moved to approve minutes as presented. Beck seconded. Motion carried.

Budget & Revenue Update (Jim Protexter): Days Inn receipts have not been received yet for May. Current revenue, through most of May, is \$66,710. Projected budget remains at 15% below historical.

2022 Budget Recommendation:

Budget Recommendation – A budget estimate for 2022 is due to city by the end of July. Poncelet moved to project \$204K income, 15% below historical, for 2022. Beck seconded. Motion carried.

Bylaws Changes – Protexter will request city approval for changes during the upcoming budget presentation. Current bylaws stipulate that board elections are to be held during the second quarter meeting of even-numbered years. Board terms end March 18, which leaves board vacancies until elections. Staff recommends changing elections to the first quarter meeting of even-numbered years. Additionally, current bylaws only specifically allow for virtual board attendance via telephone. Staff recommends updating language to include all modern forms of communication. Poncelet moved to approve proposed bylaw changes. Mayor Harding seconded. Motion carried.

Public Facilities Applications:

Discovery Center Concept Development Update (Jim Protexter): The Discovery Center did not receive funding from the SD Community Foundation. Based on the motion made at the April board meeting, the Discovery Center will receive \$8,150 from BID for concept development.

Capital City Pickleball Association (Buddy Seiner, Tom Farnsworth & Larry Coyle): Requested \$50K to complete construction of a four-court pickleball complex, to be built in Griffin Park. Total construction cost is estimated at \$260K. The City of Pierre donated the land and allocated \$50K for engineering costs. The club currently has \$80K total in funding commitments. Seiner described area pickleball trends and needs. The pickleball association is committed to hosting at least two tournaments in Pierre each year and will pursue the possibility of hosting the state senior games as well. An economic impact estimate, based on surrounding communities and other area sporting leagues, was included in the board packet. The club anticipates construction to begin May 2022.

Resurfacing will be needed every 10 years, at an estimated cost of \$15K. A contractor out of Denver would be hired to complete construction of the complex. Board expressed caution about making a large financial commitment due to the unstable current economic climate and discussed similar past projects. Poncelet moved to award \$10K to the pickleball club for court construction costs. Patel seconded. Motion carried.

Marketing & Events Applications:

National Professional Fishing League & Major Fishing League Tournaments – Kafka presented two fishing tournament requests for 2022. Based on experience and current budget constraints, the board passed on both tournaments.

Marketing:

SD Tourism Coop Shoulder Season Update – Kafka and Rankin met with SD Tourism and Lawrence & Schiller in recent weeks for updates. Shoulder season stats and privacy changes that may affect future reporting were discussed.

Visitor Guide Ad – BID typically purchases a full-page ad in the Pierre Area Visitor Guide. Staff recommends redesigning the ad to improve marketability. Beck moved to approve the full-page visitor guide ad for \$1350. Kessler seconded. Motion carried. Beck moved to approve up to \$1K for an ad redesign. Potrzeba seconded. Motion carried

Small Grants – Small grants were awarded to the Cornhole Classic at Oahe Days and to the Oahe Family YMCA for the purchase of a multi-use event timer, which will be available for use by all area organizations.

2021 Meeting Dates: Meetings will move to the third Wednesday of the month, quarterly, at 8:30 a.m. The next meeting will be Wednesday, October 20.

Additional Dialogue: Mayor Harding gave an overview of Outdoor Pool progress and construction timeline. The STR report was discussed. Kafka will contact STR to verify ADR rates.

Mayor Harding moved to adjourn. Beck seconded. Motion carried. Meeting adjourned at 10:23 a.m.