

Pierre BID Board Minutes

Wednesday, July 19, 2023

8:39 – 10:22 a.m.

Chamber Board Room

Present: Bryan Beck, John Poncelet, Becki Potrzeba, Debi Kessler, Sara Rankin, Rick Patel (Zoom)

Also Present: Jim Protexter, PEDCO; Alicia Fabel, PACC; Miranda Panzer, Visit Pierre; Ann Norden, Office Manager; Nick Marso, Oahe Hockey Association

Absent: Mayor Steve Harding

Chairman Poncelet called the meeting to order at 8:39 a.m.

Adopt Agenda: Poncelet motioned to move Public Facilities requests to the start of the meeting. Rankin motioned to adopt the agenda with this change. Beck seconded. Motion carried.

Minutes: Potrzeba motioned to accept the April meeting minutes as presented. Beck seconded. Motion carried.

Public Facilities Applications (Nick Marso): The Oahe Hockey Association requests \$200,000 from the BID Board. Marso described the challenges, limitations, and needs of the current facility. He outlined anticipated updates and associated economic impacts of the new facility. The board discussed other regional facilities and questioned operating costs, renovations to date, and fundraising to date. Approximately \$3.5 million is needed to complete renovations to The Ice Barn, the new ice facility.

Beck motioned that BID grants \$200,000 to the Oahe Hockey Association for the Ice Barn, to be paid out in three annual installments. Rankin seconded. Motion carried.

Budget and Revenue Update (Jim Protexter) – BID is 8.5% above this time last year in funding.

2024 BUDGET: Protexter outlined the proposed 2024 budget that is due to the city on July 19, 2023. Due to budget concerns over marketing expenses, Potrzeba motioned to decrease SD Tourism Co-Op marketing investment from \$65,000 to \$40,000 for both the 2023 Shoulder Season and the 2024 Peak Season. Rankin seconded. Motion carried. Beck motioned to approve the adjusted 2024 budget of \$235,000. Kessler seconded. Motion carried.

STR REPORTING: Poncelet and Protexter worked to have non-BID lodging removed from the STR report. The new records will only include BID lodging.

BID ELIGIBILITY: The board discussed Pierre Inn & Suites' request to be removed from BID since they report that they no longer have any overnight rooms. The board is going to investigate this further and determine the status of Pierre Inn & Suites' lodging license.

Marketing & Events Applications (Alicia Fabel): Masters Walleye Circuit RFP. The Masters Walleye circuit would like to have a tournament on Lake Oahe in the spring of 2023. The board discussed concerns and RFP requirements and decided to pass.

Marketing (Alicia Fabel):

PACC VISITOR GUIDE AD - Beck motioned to approve the \$1,325 for the Pierre Chamber Visitor Guide. Kessler seconded. Motion carried. The PACC will present ad mockups for review prior to printing.

SPORT SHOWS – Fabel outlined 2023 and 2024 sport show plans and attendance. Poncelet motioned to approve \$15,000 per year in funding to Visit Pierre for 2023 and 2024 Sport Shows. Potrzeba seconded. Motion carried.

SMALL GRANTS – Fabel reported that the OSA Women’s 35 & Over tournament was awarded \$400, and the Governor’s Cup Walleye Tournament was awarded \$1,000.

Dialogue/Correspondence – The board discussed the Indian Relays sponsorship and ROI. Discussed reducing sponsorship for this event in the future.

Kessler motioned to adjourn. Poncelet seconded. Motion carried. The meeting was adjourned at 10:22 a.m.

Next Meeting: October 18, 2023