Sioux Falls Convention & Visitors Bureau  
BID Board of Directors  
Minutes  
December 14, 2016  
Sioux Falls Convention & Visitors Bureau Board Room

<table>
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<tr>
<th>Presiding:</th>
<th>Char Roth, Vice-Chair</th>
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| Voting Members Present: | Scott Garrett  
Jean Hoesing  
Tom Morris | Shaileshe Patel  
Mark Wahlstrom  
Steve Westra |
| Voting Members Absent: | Thea Miller Ryan |
| Non-Voting Members Present: | Rex Rolfing  
Teri Schmidt | Daren Ketcham |
| Non-Voting Members Absent: | |
| Others Present: | Matt Brunick  
Krista Orsack | Kraig Pomrenke  
Kathie Puthoff |

Vice-Chair Char Roth called the meeting to order.

**Approval of Agenda**
Steve Westra motioned to approve the regular agenda. Second by Mark Wahlstrom. Unanimous approval.

**Approval of Minutes**
Mark Wahlstrom motioned to approve the minutes from both the September 21, 2016 and November 29, 2016 meetings. Second by Steve Westra. Unanimous approval.

**Rapid City BID Board Meeting Discussion**
Teri Schmidt distributed a copy of the draft legislation provided by Dean Krogman that the Rapid City BID Board is proposing to increase the BID tax from $2.00 per room per night to 3% of the rented room charge. Steve Westra reviewed the legislative process for a bill to become a law. He stated that there is no one currently sponsoring the bill. It was decided during further discussion that we will wait to see if and when a bill # is assigned. We can call a special meeting at that time to determine our position.

**Financial Report**
Teri reviewed the 10/31/16 BID financial statement noting that the CVB/Chamber audit is still in process. Year-end info will be available at the next meeting. Teri reviewed revenue & expenses by line item. She also provided the BID Revenue Monthly Comparison Report which only reflects October 2016 collections thus far for the year, which was down 6.4% compared to last October. Steve Westra moved to approve the financial report. Second by Jean Hoesing. Unanimous approval.
**BID Activity**

Teri Schmidt noted the following:

- Teri distributed two industry articles.
- She reviewed sales activity.
  - Steve Westra asked if there are any possible opportunities from the CVB’s wish list that we need to be considering, in terms of financial opportunities. Small Market Meetings and the medical market were examples of future possible opportunities that were discussed.
  - Kraig Pomrenke brought up the detail about airline rates. Teri said maybe we can discuss giving $150 airline credit to go along with our bids. Scott Garett stated that rather than giving the credit to the airline, perhaps we create a shipboard credit to the hotels. Steve Westra stated perhaps we partner with local/state Coca Cola distributors and match whatever they are willing to contribute in trying to attain a large group like that.
- Teri reviewed recent staff travel to trade and travel shows.
- Teri reported that attendance at the Falls Park Visitor Information Center is up 19,376 year-to-date as of the November report. She reviewed top states and countries that have visited this year.
- The CVB has secured the creator of the Disney Institute as the speaker for the Visitor Industry Luncheon which will be held May 9, 2017.

Krista Orsack reviewed the Marketing Report noting the following:

- Digital Media
- Social Channels
- Geography
- Paid Media Campaigns
- Visitors Engagement
  - Website Engagement
  - Leisure Traveler: Email Engagement
- Winter Campaign
- Conversions
- Adara

Discussion followed regarding the marketing of Falls Park.

Krista added that the CVB is developing a phone app that is due out in March. She explained the process and timeline.

Shailesh Patel suggested hotels have a chart with the ability to download or scan information to take visitors directly to the CVB website.

Teri reported that the “bathroom bill” is a subject we need to be aware of. We currently have NCAA bids out and they are looking for answers regarding this issue. Teri added that the CVB is likely going to be asked to take a position on this. Steve Westra felt we should stay back and wait to see if the bill gets dropped or if it actually gets momentum. Steve Westra explained the bathroom bill in detail.

**Other Business**

Teri reported that Randy Huber sold the Dakotah Lodge in November so is no longer eligible to serve on the BID Board. The Mayor’s office was notified. Daren Ketcham will follow up with the Mayor’s office on the status of a new appointment.

Teri distributed a list of BID Board Members. She noted that Tom Morris was brought on the board to replace Jolene Matheson and complete her term. Shailesh Patel and Mark Wahlstrom will be finishing up their second term in March. Everybody else on the list would be eligible to serve a second term,
however, that is the Mayor’s decision. If you are interested in a second term, you should contact the Mayor. If you are interested in replacing Randy Huber in the small hotel category, you can contact the Mayor as well.

Scott Garrett asked that we look at the BID Revenue Collection Report showing that the 2015-2016 total collection was about $1.9 million and $1.8 million the year before, noting collections are pretty flat. He noted that expenses have probably gone up. If we don’t change from the $2 BID tax to the 3% BID tax, we will eventually have less dollars for sales and marketing. At some point our marketing efforts will be decreased. Rex Rolfing stated that this is probably not a good year to bring it up. We want to pick a year when we might have more of an influx of funds. Teri stated it is kind of short notice as well. Perhaps those that are pushing for it should wait a year.

Teri asked to confirm that it is the board’s decision to consider financial requests only at the September and March board meetings. Steve Westra stated that if we are going to be consistent, we need to stay with the rules that we have established. Teri noted that she does have new requests as they were told by the Mayor to contact Teri and request money. One of the events would take place in January and one would take place in February. Shailesh Patel stated we should stick to our original guidelines. Mark Wahlstrom reiterated that that is why we set these timelines, both for budget reasons as well as timely reasons. Unfortunately we could be asked to meet every other week to approve requests. Everyone agreed we should stick to the March and September meetings to review funding requests.

**Announcements**
No announcements.

**Adjournment**
Steve Westra motioned to adjourn the meeting. Second by Mark Wahlstrom. Adjourned.

Respectfully submitted:

_______ Kathie Puthoff  December 14, 2016

Name  Date