



Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
December 19, 2012
Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Chrissy Meyer, Chair
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Voting Members Present:	Sara Bogdanov Reid Christopherson Jan Grunewaldt Lee Howell	Karen Masterson Chrissy Meyer Mike Miller Mark Wahlstrom
Voting Members Absent:	Shailesh Patel	
Non-Voting Members Present:	Jim Entenman	Teri Schmidt
Non-Voting Members Absent:		
Others Present:	Mike Cooper Tracy Turbak	Kathie Puthoff

Approval of Regular Agenda

Reid Christopherson moved to approve the regular agenda. Second by Mark Wahlstrom. Unanimous approval.

Chrissy Meyer introduced Tracy Turbak, City Finance Director, as the new City Liaison to the BID Board. Mike Cooper explained that the liaison duties have been changed internally within the City. Teri Schmidt thanked Cooper for his time spent helping to create the BID Board and all he has done in working to move the board and BID forward.

Minutes

Lee Howell moved to approve the September 19, 2012 minutes. Second by Sara Bogdanov. Unanimous approval.

Financial Report

Teri Schmidt reviewed the CVB BID Collections from October 2011 – September 2012. She

reported that there are no Year-End financials to report due to the annual audit currently in process. All the 2012 room tax nor all 2012 BID collections have been received yet. That information will be available at the next meeting.

Teri reviewed the Year-to-Date BID expenses for October and November and explained what those amounts were comprised of. Teri also commented on the Host City Program section which currently reflects a zero balance. Teri noted that if we have more money than expected at the end of the year, we will write a supplemental budget to include the Host City Section and present that budget to the board for approval. Mike Cooper confirmed that the CVB recently received a bill for \$25,000 for the Street Banner Program previously approved by the BID Board. Teri stated the contract between Confluence should be between the City and Confluence not the CVB.

Mark Wahlstrom asked about the BID tax money and the two months lag time in receipts. Mark asked why, now that we have last year's final numbers, don't we go in and correct those numbers? Shouldn't we have the lag amounts match up as we go forward? Teri said that we operate on the Chamber's accounting practices. Teri noted that initially Tracy Turbak, Jim Entenman and Teri Schmidt had a meeting with Evan Nolte and Joan Bartling to discuss the accounting process and this is the way it must be done at this time. Wahlstrom and Jim Entenman stated the topic needs to be re-discussed and changed. Teri will speak with Joan and Evan.

Mark Wahlstrom moved to approve the financial report. Second by Lee Howell. Unanimous approval.

Review BID Activity

Teri reviewed BID Activity since our last meeting:

- At the last meeting the board approved \$50,000 to bid for the Nursing Organizations Alliance. We bid this group and lost to Palm Springs.
- The board also approved \$15,000 to bid the Health Professionals Network for 2014 and 2015. The bid is moving forward. They have changed their requested dates and want more available dates, so we are working with the Convention Center and proceeding with the bid process.
- Visitor Guide requests YTD are 32,002 compared to 17,000+ in 2011...so nearly doubled.
- Falls Park Visitor Information Center numbers YTD are up 7284 people as of December 17.
- PheasantFest Update: as of late yesterday, a bid was put in the mail. This event doesn't completely fit in the Arena/Convention Center/Event Center. They would need to go to the Ramkota for meals. Teri added that she did go ahead and approve \$10,000 for bussing for this event. This year PheasantFest will be in Minneapolis. We will attend to promote and will give away dog dummies in vying for the bid for 2015. In the bid we included \$10,000 bussing sponsorship for each year if they would choose Sioux Falls for multiple years.
- Samples of all advertising pieces were displayed.
- We recently sent hotels a survey asking for downtimes. Responses were as expected: Sundays and the months of November through February are the slowest. At this point 2013 looks on pace, although no notable increase at this time, while 2014 looks strong. With that information in mind we will continue to focus on November through February and Sundays.
- Hunters Promotion: We ran a sweepstakes to position us for increased overnight hunters. Teri explained the promotion which includes registering for the chance to win a pheasant hunt for 2013.

- Social Media: we are currently promoting via Facebook, Foursquare, videos on YouTube, etc. All are running strong.
- Itineraries Midwest was in Sioux Falls for 1 day of a 3-day FAM tour that continued on to Rapid City.
- 36 national articles on Sioux Falls have been generated thus far as a result of hosting TMS (Travel Media Showcase) this past fall.
- We attended the National Fireworks Convention with the Ramkota to prepromote for the 2013 convention in Sioux Falls. This was a Ramkota lead.
- Staff attended TEAMS sports trade show in early October.
- We attended and bid for the national softball tournaments, but lost the bid (came in second). No specific reason, strong competition. Room rate is a factor. We will go back to bid again next year.
- We also attended Rejuvenate trade show in October.
- We have 9 trade shows, 5 travels shows and 2 bids scheduled so far for 2013.
- We have had several site visits, i.e. National Fireworks, EANGUS, etc.
- Winter Campaign: Teri explained that we created a winter promotion campaign for \$200,000 and went to South Dakota Tourism and requested matching funds for ½ the total. They agreed to match \$100,000 toward the “Sights, Sounds and Sensations in the City” campaign. First call to action includes directing them to the landing page on the CVB website. Final call to action is to have them register to win a travel package valued at \$1500.
- Special Meeting Planner Insert: Teri displayed the new insert; 300,700 will be printed and inserted in publications and will be directed toward Meeting Planners. The call to action is to gain RFP’s. Qualified participants will be invited to come to Sioux Falls on a complimentary site visit. Teri reiterated that it is because of the BID that we are able to do this level of marketing.
- Website planner guide requests. We feel our new website is working well and requests have increased. The same is true regarding the E-blasts directed at bus tours and groups.
- We have had 98 pieces of booked business since January 1, 2012 that run through 2017. We have had 36 pieces of lost business through 2017 as well. We have 44 pieces of pending business through 2017.

Other Business

Mall Visitor Center: When Simon Properties purchased the mall they broke the contract with the CVB and asked the VIC to move out. They then moved their Guest Services Center to a small kiosk by Halberstadts. They are now asking us to rebrand that kiosk. They say they would keep our cost the same for 1 year. The Mall stated it’s an \$80,000 value. Teri has asked HenkinSchultz to come back with a quote of what it would cost to rebrand the kiosk. Teri noted that the current kiosk does have our Visitor Guides available for distribution and does have one mall staff person there. The Mall has also presented the idea of possibly allowing us to put a brochure rack in the entryway of the main entrance. Teri asked the opinion of the board. Additionally, the airport has a new counter by baggage to use as a Visitor Center. The new Sanford Sports Complex is definitely interested in having a VIC there. We have also had preliminary discussions with Scheels...and they may want us to have a VIC there. After in-depth discussion, Jim Entenman suggested we sit out a year at the Mall and see what transpires with Simon’s changes at the mall. The board agreed. Sara Bogdanov moved that we not proceed with the proposal from the Empire Mall. Reid Christopherson seconded. Unanimous approval. Chrissy Meyer abstained from the vote.

Tourism Tax: Jim Entenman reviewed the tax noting that the Department of Tourism is funded by the Tourism Tax...currently 1 ½%, and operates on a budget of \$5 million as well as a \$2 million digital strategy budget. The goal of VIA is to get rid of the sunset clause. Jim stated that at the City Council meeting last night, 7 of 8 persons approved the legislative position of VIA. Teri stated the Chamber Board will meet at noon today. The Chamber recommends that the ½ penny Tourism Tax remain and will vote on this at their meeting today. Teri asked that the BID Board take a vote today to either support or not. Reid Christopherson, on behalf of the CVB BID Board, moved to recommend that the additional ½ penny tourism tax that was added in 2009 and renewed for 2 years in 2011 be retained. Second by Sara Bogdanov. The motion passed with a unanimous vote.

Jim Entenman spoke on behalf of the Sioux Falls Sports Authority board and requested \$10,000 from the BID for the Summit League tournament. Jim stated that we currently have the tournament for 5 years with the option of 5 additional years, in hopes of becoming the permanent home for this tournament. South Dakota Tourism has committed \$15,000. Teri commented that the CVB currently does a welcome booth at the Airport, we give popcorn tins to the executives, and we are printing and distributing 500 color posters to promote this year's tournament. We invested \$10,000 for the 2012 tournament. Lee Howell asked if we should commit to the length of the contract. Discussion followed and it was decided to go year-by-year. Chrissy Meyer noted that this tournament runs in the black and asked if they really need our financial support. Jim Entenman said yes they do need the money. The tournament in Sioux Falls has been successful because of the sponsorships. Chrissy said we need to have talking points so we can justify if we are asked by the hotels. Mark Wahlstrom said we need to make sure we put the stipulation that the money goes toward marketing. Mark Wahlstrom moved to approve the request for \$10,000 for the Summit League Tournament in 2013 for promotion and advertising for the event. Lee Howell seconded. Unanimous approval.

Jim Entenman noted that Mike Sullivan is retiring from the Sports Authority. An offer has been made for a new executive and they hope to have an answer soon.

Jim Entenman noted that the City hopes to have an RFP soon for a new operator of the Falls Overlook Café.

Mike Cooper gave an update on the Denny Sanford Event Center stating that everything is still on time and on budget. A 300' crane is currently being installed for use on this project.

Mark Wahlstrom moved that the meeting be adjourned. Second by Lee Howell. Meeting adjourned.

Respectfully submitted:

Kathie Puthoff
Name

December 19, 2012
Date