



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes
 June 20, 2012
 Sioux Falls Convention & Visitors Bureau Board Room**

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

Welcome and Introductions

The meeting was called to order by Chair Chrissy Spoo. Chrissy recognized and welcomed City Council member Sue Aguilar.

Agenda

Mark Wahlstrom moved to approve the regular agenda. Reid Christopherson seconded. Unanimous.

Minutes

Reid Christopherson moved to approve the minutes of the March 21, 2012 BID Board meeting. Mark Wahlstrom seconded. Unanimous.

BID Financial Report

Teri Schmidt reviewed monthly BID Income receipts noting several winter months were down, and then March things came back up. Teri said summer is looking good thus far. Jan Grunewaldt said that walk-in traffic for summer has been phenomenal. Karen Masterson agreed that traffic has been last minute and short term, but good traffic. Discussion followed regarding western part of the state, and the presence of varied license plates of visitors being seen here.

Teri reviewed line items on the May 31, 2012 financial statement noting that we should pay attention to the Year-to-Date actual numbers. Teri added that we are projecting we will spend the full amount in buys that we have planned for.

- Tourism Promo & Advertising – Regional TV is over budget by \$20,000. This is primarily new opportunities.
- SD-Travel – Professional Conferences—have spent approximately ½ of budget for the year. We held back while numbers were down to see if we had funds for the national conference later this year.
- Sales Development – Bidding – Incentives/Promo/Bussing – might have budgeted a little too much. Might have planned too much for things such as EANGUS due to things we have promised, but not necessarily happening in this year.
- Tourism Promo & Advertising – New Opportunities—might not spend the entire \$385,000, however the peak season promotion should come in at \$200,000.
- SD – Bidding –Target Market Luncheons – We are currently under budget due to the fact that Ovations comped the meal at the most recent Target Market Luncheon.
- Teri noted that we have participated with South Dakota Tourism in every single co-op they have presented.
- We hired a delivery person for our Visitor Guides this year and not only is this saving on staff time, but it is also saving us money as well.
- We will be getting a TV at the Falls Park VIC.
- Teri commented that the Airport VIC hasn't happened yet, primarily because airport representatives are dragging their feet. Craig Ellerbrook is the person who does advertising space sales at the airport, and he wants to "sell" that space. We are ready to go with the VIC and will continue to push for it.
- Teri deferred to Mike Cooper regarding the banner project from the Airport to the Convention Center. Mike thinks we will be able to spend the money yet this year and should be able to give a report at the next BID BOD meeting.
- Teri added that we are at a point in the budget where we are doing projections for the year. We are planning to spend the entire budget and are moving some of the overages into advertising. We will be delving into some projects that we have been previously holding back on. Teri added that if we would see some drastic drop in BID tax, we would pull back.
- The \$367,021 supplemental budget that was a carryover from last year is still figured in as well.

Mark Wahlstrom made a motion to approve the financial report. Second by Sara Bogdanov. Unanimous.

Review BID Activity

Teri noted at the last meeting Shailesh Patel had asked about possibly obtaining a billboard before Worthington instead of after it. We checked and there is nothing available right now. Teri added that there are vertical billboards located near Rapid City and we would like to obtain one of those if/when they are available.

Karen Masterson asked about ROI for trade shows. Teri presented the list of shows the CVB attends and explained that after a show, we review how the show went. The 1st year we go to a show. The 2nd year we continue to establish the contacts. And the 3rd year, review and if we aren't booking business, we don't go back.

Shailesh asked about South Dakota High School Activities Association. Teri stated that she went to the Pierre Board meeting 10 days ago. The meeting consisted of three hours of people saying why they shouldn't bring events to Sioux Falls. They were a little nicer than last meeting. Teri reported at the meeting that Sioux Falls appreciates whatever business they bring to Sioux Falls and are anxious to work with them in the future.

As previously discussed, the CVB has now ordered and will be receiving the STR Report.

Discussion was held about breaking into international markets. Language conversion makes the process a little slower, however SSDTA did an ad that we were a part of and we received 156 VG requests from India. We are also targeting Winnipeg in TV & newspaper ads.

We contacted South Dakota Tourism about going to PowWow. It's too late this year, but we are checking into next year. Teri reminded that it is a big investment, and asked Jan Grunewaldt what she thought. Jan stated that Gloriann Kueter has gone so it might be better to ask her. Teri will check with Gloriann.

Teri distributed the list of dates for the airport closures this summer. This list was also previously emailed out.

Travel Media Showcase (TMS), August 18-28, 2012: As previously discussed, the airport closures are happening at the same time as TMS. Cathy Buchheim has planned pre & post tours to get the TMS people to stay longer and then be able to fly into and out of Sioux Falls. The Forward Sioux Falls Air Service Task Force has asked what they could do to relieve some of the stress....Teri has put in a request for them to host a reception at the Washington Pavilion for this group.

Teri reported that at our last meeting she reviewed the \$25 Reward Card promotion and at that time we agreed to order a 3rd set of cards. We ordered 338 more cards for a total of 1338 Reward Cards for this promotion, totaling \$34,700. We haven't had any more problems or complaints.

Teri noted that advertising samples are on display today for your review. We are advertising far more than ever before.

Teri gave an overview on the potential office relocations and renovations. The Chamber of Commerce will be moving to second floor. They are currently residing partially on first floor and part on third floor. The CVB needs more space, including more identity. The Chamber moving to second floor means the CVB will have the first floor suite. Teri emphasized that not 1 BID penny will be spent on this move. The CVB remodel will involve re-doing the walls and carpet. The front lobby will have an area like a visitor center. We plan to have an electronic board out front showing what is going on in town, etc. The money for the remodel project will be coming from CVB reserves. Teri added that a City Council person had asked why the CVB needs more space. Reid Christopherson asked if there was any way to increase parking for CVB customers. Teri stated that we are doubling visitor parking in the current parking lot.

The CVB is investing about \$140,000 to bring Small Market Meetings to Sioux Falls. Small Market Meetings sent out 10,000 booklets with the Falls on the cover & an ad on back cover. There will be two other monthly publications and we paid for ads in those as well. We are blanketing them as they are our market.

Teri distributed the letter from Joe Capazullo and Small Market Meetings that was directed to Mayor Huether and was very complimentary to Teri & the CVB.

Teri also noted the following:

- Attendance at the Falls VIC is up year-to-date over 7000 people.
- CVB will be hosting the following site visits:
 - National Fireworks Association
 - National Assn of Vietnam Veterans of America...30 cities are vying for the 2016 conference. We should have a decision in October.
 - South Dakota Tourism is doing a big Travel Agent FAM tour...we will be hosting them.
 - North Central Division – American Choral Directors Association
2016 Conference Site Visit

- We will be attending DMAI – Chicago in July and have sent out premailers. We are again doing a Kitchen Aid Mixer giveaway...and are becoming known for that.
- We attended ASAE, however, we did not give away a mixer as we hadn't been to show before and wanted to qualify before we give away a mixer.
- Visitor packets/requests are way up. Teri reviewed the most requested states.
- Teri reviewed the "Bring your meeting home" campaign.
- Business Leaders Luncheon – we hosted 30 business people, presented our sales pitch and asked them to fill out lead sheets.
- A new opportunity for us, the Stampede/Pheasants has asked us to partner on a bus wrap...\$8,000 is the cost to wrap the bus and \$10,000 is the advertising cost for the year. (\$18M investment) When the bus is not being used for sports teams to travel...School Bus, Inc. rents it out for other activities. Goes all over United States.
- During National Tourism Week we had a digital billboard at 41st & Louise and full page ads (2) in the Argus Leader & Business Journal.
- Teri reviewed the Digital Strategy Campaign
 - Click Rain
 - Direct e-blasts to Leisure, Sports, Conventions
 - Remarketing strategy
 - E-newsletters
 - SMERF
 - Group Tour
 - All are Call to Actions – so we can track
 - Many people tweeting about Sioux Falls

Teri reported that the Festival of Books has put in a request for sponsorship money. The Festival of Books rotates between the Hills and Sioux Falls. They previously had \$10,000 sponsorship from the City, however, this money has been cut and they are trying to recoup. This event generates approximately 200 room nights. They are asking us for \$5000 sponsorship. The event runs Sept 28-30, 2012 and brings in 70 authors from around the country. It does happen on a weekend that is not real busy in Sioux Falls. It is repeat business. Reid Christopherson asked if instead of \$5,000 sponsorship, can we give \$5,000 investment to give conference some sizzle. Bottom line—they need to meet budget for this year. Karen Masterson said this is not necessarily a market we typically support...like sports...so maybe we should. Mark Wahlstrom asked if this will become a bi-yearly request. Teri said we can put the stipulation that it is a one-time sponsorship. Reid Christopherson noted that as a matter of good-will, he moved to approve the \$5,000 sponsorship. Jan Grunewaldt seconded the motion. Mark Wahlstrom added that we need to specify with the stipulation that this is a one-time sponsorship to allow them to get ducks in a row for future. Unanimous approval.

Teri reported that the Mall managers told us we would be moving the Visitor Center, but later said we can stay until July. We are waiting to hear. The Mall has contracted with HenkinSchultz and want to take "dead wing" in the Mall and turn it into a Sioux Falls promotion wing. They have offered us that space, but why would we want to be in the dead wing? Possibly a children's area is being put there...but it is not definite.

Teri is still planning to meet with Scheels about kiosk/VIC in their store.

Vikings Football Promotion review—it was a big success. The Family that won the promotion was from Indiana. Although Chad Greenway had to cancel, Jasper Brinkley filled in. We reached over 6.4 million people through ad exposure with the Vikings.

Rest Stop Welcomes—July 20th, the weekend of Navy Week & Air Show. Also, August 3rd—Sturgis Rally time. We invite hotels & other businesses to join us.

Teri reviewed upcoming staff travel for summer/fall.

Teri noted that we are meeting with 2 groups today and are being asked to restart the Housing Bureau.

- HBC is currently doing group housing. Teri asked what the hoteliers think. Jan Grunewaldt said that HBC is ok, but haven't worked with them much. Karen Masterson said that the whole process is just difficult...even teams try to go around system. It's difficult when you don't get rooming lists until couple days before and then you have to try to quickly sell rooms not being used. Mike Miller agreed. Teri asked what if the CVB has to stay in the Housing Bureau business to keep the business in Sioux Falls? She said the only way we are going to do housing again is if we are in a "demand" situation. Do you all agree? Reid said he doesn't like the part about being forced...if it's not right, it's not right. Teri said Kenny Anderson, Jr. will be at the lunch meeting today and softball representatives as well. Kenny wants us to do housing.
- Also, there is a piece of business we are working on attaining and we are required to have a Housing Bureau, so we could have one or select another housing company.
- Jan Grunewaldt said 10% is industry standard for housing fees. Reid asked if perhaps we can get a kickback for endorsing a housing company.

Election of Officers

Teri noted that per Russ Sorenson and Mike Cooper, it was brought to our attention that we need to have an election of officers in July. Reid Christopherson made a motion to delay election of officers until July. Second by Mike Miller. Unanimous.

Reid asked how are the terms set? Mike Cooper said that current member's terms expire February 2014 (3yr terms). We need to figure out how to get the terms staggered. Reid noted that the terms are 3 years with the exception of himself, as his term is based on the CVB Chair term.

Events Center Update

Mike Cooper reported that the Events Center Groundbreaking will be held August 8. Typically the Sioux Falls Development Foundation is in charge of groundbreakings, but maybe the CVB might be interested in hosting? It would take place about 4:00-4:30 pm and we would like to have events go into the evening.

Mid-July Mortenson Construction will come in to fence off the construction area. Mike gave an update on the timeline and construction process regarding the public. Still working on sponsorship/naming rights proposal.

2016 will be the first year we will have combined girls/boys event (BB).

We will lose 400-500 parking spots during construction phase...we have Dakota Bowl, Presidents Bowl, Summit League at this time...so need to work out parking for these.

SMG has been awarded the facility management contract. Oventions has been awarded the Food & Beverage contract.

Teri asked Mike if we can get interior/exterior images to take to shows to help sell the events center. Mike said yes, will get for you in next week or so.

Other Business

Mike Cooper stated that the supplemental budget needs to be taken to City Council meeting in July. Mike will let Teri know the dates, possibly the 2nd or 3rd Tuesday in July.

Meeting Adjourned.

The next BID Board meeting is scheduled for Wednesday, September 19, 2012.

Respectfully submitted:

Kathie Puthoff
Name

June 20, 2012
Date