Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
December 17, 2014
Sioux Falls Convention & Visitors Bureau Board Room

<table>
<thead>
<tr>
<th>Presiding:</th>
<th>Shailesh Patel, Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Voting Members Present:</strong></td>
<td>Scott Garrett</td>
</tr>
<tr>
<td></td>
<td>Jean Housing</td>
</tr>
<tr>
<td></td>
<td>Randy Huber</td>
</tr>
<tr>
<td></td>
<td>Jolene Matheson</td>
</tr>
<tr>
<td></td>
<td>Thea Miller Ryan</td>
</tr>
<tr>
<td></td>
<td>Mark Wahlstrom</td>
</tr>
<tr>
<td></td>
<td>Steve Westra</td>
</tr>
<tr>
<td><strong>Voting Members Absent:</strong></td>
<td>Char Roth</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Non-Voting Members Present:</strong></td>
<td>Rex Rolfing</td>
</tr>
<tr>
<td></td>
<td>Teri Schmidt</td>
</tr>
<tr>
<td><strong>Non-Voting Members Absent:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Others Present:</strong></td>
<td>Chief Doug Barthel</td>
</tr>
<tr>
<td></td>
<td>Cathy Buchheim</td>
</tr>
<tr>
<td></td>
<td>Jim Entenman</td>
</tr>
<tr>
<td></td>
<td>Officer Jeff Garden</td>
</tr>
<tr>
<td></td>
<td>Don Kearney</td>
</tr>
<tr>
<td></td>
<td>Chrissy Meyer</td>
</tr>
<tr>
<td></td>
<td>Kathie Puthoff</td>
</tr>
<tr>
<td></td>
<td>Tracy Turbak</td>
</tr>
</tbody>
</table>

Chair Shailesh Patel called the meeting to order at 7:30 am. Teri Schmidt noted that a set of today's enclosures are provided on the front counter and are available for review.

**Agenda**

Steve Westra moved to approve the regular agenda. Second by Thea Miller Ryan. Unanimous approval. Motion passed.

**Minutes**

Thea Miller Ryan motioned to approve the September 9, 2014 minutes. Second by Steve Westra. Unanimous approval. Motion passed.

Due to the number of guests at today's meeting, self-introductions were done.

**Financial Report**

Teri Schmidt noted that the year-end audit is not yet complete. The final report will be emailed to Board Members when it becomes available. Teri reviewed the 11/30/14 financial report by line item. Expenses are running at a very normal pace. By the next meeting you will see a big jump in expenses due to upcoming travel, ad
placements, etc. Mark Wahlstrom motioned to approve the financial report. Second by Jean Hoesing. Unanimous approval. Motion passed.

City Parade Process

Teri reminded that at the last meeting the board requested we invite the Police Department, Parks & Recreation Department, and Downtown Sioux Falls to attend and explain the City Parade Process to help understand the situation with the Shriners and why they moved their parade to Brandon. Teri introduced those attending, Officer Jeff Garden and Chief Doug Barthel, Sioux Falls Police Department and Cathy Buchheim and Don Kearney from Sioux Falls Parks & Recreation Department.

Don Kearney recapped the process for coordinating events on public property noting the goal has been to develop a one-stop shop in order to work on a safe and organized event. He also reviewed the fee structure approved by the City Council. Don, along with Cathy Buchheim and Officer Jeff Garden reviewed the following:

- Process begins with event application.
- Parade fee is $250.
- Right of refusal for long time current events.
- Event insurance required.
- Permits.
- Review of road closure requests.
- Schedule of events and saturation point is near.
- Must consider downtown population of residents.

Shailesh Patel noted that the board had concerns with the Shriners not being happy with the response they received for their request for a parade on Phillips Avenue. Cathy Buchheim reviewed the Shriners request, noting that they were not denied a downtown parade, but the times and routes were adjusted from their original request. Another event agreed to move from Falls Park West to Falls Park to help accommodate the Shriners parade. Eventually the Shriners still decided to move their event to Brandon. Officer Garden noted that the Shriners were told if they decide to bring their parade back to downtown, the date will be held for them.

Teri Schmidt asked if it is likely that future parades will be directed to Main Avenue and was told, yes, that was likely. Chief Doug Barthel added that the perception is that it's good for business to have a parade run through your street. The businesses don't like it. It doesn't bring business to the merchants. Scott Garrett asked if in the future there will be no parades after 10 AM on Phillips and was told that the current ones will be grandfathered in. Scott Garrett added that is the problem...some are approved and some are not. Chief Barthel stated that the number of people living downtown is growing and that is becoming a factor so we need to take it in to consideration.

Jolene Matheson asked how many events were denied this year and was told none. Some had been relocated, but none were denied.

Chief Barthel, Officer Garden, Cathy Buchheim and Don Kearney departed the meeting.

Review BID Activity

Teri Schmidt reported that six funding requests have been submitted and two of those groups sent representatives to the meeting today. Documentation was distributed on each of the following requests as follows:

1. Brennan Rock & Roll Academy — represented by Chrissy Meyer
   Event: "Chuck's Kegger"
   Dates: June 19 & 20, 2015
   Request: $25,000
2. Sioux Falls Sports Authority – represented by Wes Hall & Jim Entenman  
   Event: “2015 Summit League Basketball Championships”  
   Dates: March 7-10, 2015  
   Request: $25,000

3. Northern Sun Intercollegiate Conference  
   Event: “NSIC/Sanford Health Men’s & Women’s Conference Basketball Tournament”  
   Dates: February 27 – March 3, 2015  
   Request: $5000

4. PBR/Professional Bull Riders, Inc.  
   Event: “PBR Built Tough Ford Series”  
   Dates: March 13 & 14, 2015  
   Request: Multiple sponsorship levels

5. South Dakota Cattlemen’s Foundation  
   Event: “Prime Time Gala & Concert Fundraiser for Feeding South Dakota”  
   Dates: June 27, 2015  
   Request: $5000

6. South Dakota High School Activities Association  
   Event: “2014 All State Chorus & Orchestra”  
   Dates: November 6-8, 2014  
   Request: $4317.23 expenses

Teri reviewed the budget noting there is $80,000 available for these types of requests. Jolene Matheson asked if there are any events coming up that we need to look at in the future. Teri noted the budget line items that have already been included in the budget as commitments through the bidding process. Tracy Turbak reminded that there will be a surplus and we’ll know that amount once the audit is complete. Teri added that we are expecting approximately $130,000 surplus. Thea asked is there any reason we can’t go back to some events that have already occurred and provide funding. Jolene commented that we may not want to set a precedence to back funding. The six groups have followed the process in asking for funding. Teri reminded that the BID was formed to bring in New Business. Discussion followed.

Teri Schmidt reported that the CVB has been contacted by Midco Sports regarding a package at $17,500 in sponsorships for the Summit League Tournament. This is a television opportunity to market the entire city as well as provide support for the Summit League Tournament.

Voting on funding requests:

1. South Dakota Cattlemen’s Foundation – requested amount $5000  
   - Steve Westra motioned to approve $2500. Second by Mark Wahlstrom. Unanimous approval. Motion passed.

2. Northern Sun Intercollegiate Conference – requested amount $5000  
   - Mark Wahlstrom motioned to approve $5000. Second by Steve Westra. Thea Miller Ryan opposed. Majority approval. Motion passed.

3. PBR/Professional Bull Riders, Inc. – requested amount – Multiple sponsorship levels  
   - Steve Westra motioned to approve $25,000 but to allow Teri to negotiate the rate in that general range. Second by Jolene Matheson. Unanimous approval. Motion passed.

4. Brennan Rock & Roll Academy/Chuck’s Kegger – requested amount $25,000
Scott Garrett motioned to approve $5000. Second by Steve Westra. Thea Miller Ryan and Mark Wahstrom opposed. Majority approval. Motion passed.

5. Sioux Falls Sports Authority/2015 Summit League Basketball Championships—requested amount $25,000
   - Thea Miller Ryan motioned to approve $12,500 and to purchase the $17,500 sponsorship package through Midco. Second by Jean Hoesing. Randy Huber asked for further clarification on what the $17,500 advertising package covers. Discussion followed and it was believed that coverage would only be available through an on-line application. Thea withdrew her motion based on it only being available through an on-line application.
   - Steve Westra motioned to approved $12,500 to support the Summit League Championships. Second by Jean Hoesing. Mark Wahstrom opposed. Majority approval. Motion passed.
   - Krista Orsack, Marketing Director for the CVB joined the meeting and clarified the Midco opportunity noting that yes there is on-line feed plus affiliate coverage which is fed to 335 communities. All games for Men and Women except the Championships are broadcast by Midco. Steve Westra motioned to approve the Midco agreement for $17,500. Second by Thea Miller Ryan. Unanimous approval. Motion passed.

6. South Dakota High School Activities Association
   - Steve Westra motioned to deny the request for $4317.23 expenses. Second by Jolene Matheson. Unanimous. Motion passed.

City Tax Collections Monthly Report

Rex Rolfing commented on Tracy Turbak's behalf as Tracy had to leave early. Rex noted that sales tax revenue over the past 12 months is up 5.8%. This is a good indicator for the City and shows the economy is going well. Our community is doing well!!

Other Business

Teri invited everyone to tour the CVB office and, as requested by the Board at the last meeting, view the CVB displays and banners that are used in selling the City of Sioux Falls at tradeshows and travels of the CVB.

Announcements

Shaliesh Patel adjourned the meeting.

The next regular meeting is scheduled for March 18, 2015 in the CVB Boardroom.

Respectfully submitted:

Kathie Puthoff

Name

December 17, 2014

Date