Vice-Chair Thea Miller Ryan called the meeting to order at 7:30am. Teri Schmidt noted that a set of today’s enclosures are provided on the back counter and are available for review.

**Agenda**

Mark Wahlstrom moved to approve the regular agenda. Second by Steve Westra. Unanimous. Motion passed. Teri Schmidt introduced Randy Huber, Dakotah Lodge, who was recently appointed to the BID Board by Mayor Huether. His appointment will be effective in October.

**Minutes**

Teri Schmidt noted that the June 18, 2014 minutes incorrectly stated Scott Garrett’s name as Steve Garrett. Steve Westra motioned to approve the June 18, 2014 minutes with the name correction. Mark Wahlstrom seconded the motion. Unanimous approval. Motion passed.

Jean Hoesing motioned to approve the July 31, 2014 minutes. Second by Steve Westra. Unanimous approval. Motion passed.

**Financial Report**

Teri Schmidt reviewed the BID Tax Collection Report noting that as of May collections are running 16.6% ahead
of last year. It was noted that April 2013 showed a much higher collection amount due to the big ice storm in which there were many workers, etc. staying in hotels.

Teri explained that due to today’s meeting taking place 1 week earlier, the August financial statement is not yet available so we will be reviewing the July 31, 2014 financial statement. Teri reviewed the statement by line item and included additional charges and current balances of each line item on where they are sitting as of today.

7:42 AM Char Roth and Shailesh Patel joined the meeting.

Teri noted that we believe we will come in under budget due to the rate that the BID tax is coming in. If that is the case, we will bring a supplemental budget to the board. Although our fiscal year ends September 30th, we may not know where we are sitting with the budget until November/December when all of the BID tax has been collected and processed.

Teri reminded that any big expenditures are always brought before the BID Board. This month we have no financial requests. Teri noted that other towns with BID budgets will often plan to go over budget. Is that the way you would like us to go? Shailesh Patel and Jean Hoesing stated they would rather stay on budget and go with the supplemental budget if need be. Teri added that we are estimating expenses could go over by $150,000+/- Steve Westra motioned to approve the financial report. Second by Char Roth. Unanimous approval. Motion passed.

**Review BID Activity**

Teri distributed examples of recent advertising placements. She noted that Krista Orsack does a good job of negotiating to obtain additional value to include articles and copy when purchasing ads.

Teri explained the itinerary creation and submission program co-op that the CVB ran with South Dakota Tourism—477 itineraries were submitted.

South Dakota Tourism has a new Million Dollar Challenge campaign which we will once again be participating in.

The CVB is currently running an on-line video lip sync promotion which has received 4,855,676 impressions thus far.

We ran the Beauty of the Ride promotion during the Sturgis Bike Rally in which we encouraged bikers to get off the interstate and make a stop at Falls Park to collect a $10 gift pack. We distributed 40 gift packs during this time.

We continue to distribute several CVB E-Newsletters.

Website traffic:
- Non-local visitors is up 26.6%
- Non local planners is up 34.4%
- Visitor Guide on-line views are up 12.5%
- Meeting Planner Guide Requests are up 30.2%
- People viewing the Meeting Planner Guide on-line are up 97.7%
- Organic searches are up 50%

Upcoming projects:
- Finalizing new website
• Writing the CVB’s new marketing plan with digital strategy ongoing to 2016
• Creative strategy session with the sales team

Sales Review:
• 24 pieces of business have booked Definite since our last meeting. Booking out until 2009.
• Lost 6 pieces of business totaling 1,126 rooms booking out until 2017
• Tentative business - 46 pieces of business with 45,252 room nights
• We are 17 bookings ahead of last year at this time

Teri reviewed recent travel and upcoming travel by CVB staff.

Teri reported that the Shriner’s held their convention recently and she continues to receive complaints from them. They wanted to hold their parade on Phillips Avenue and were denied. They were offered Main Avenue, but they didn’t want Main. They ended up holding their parades in Brandon and in Tea.

Shailesh Patel asked if there is anything we as a BID Board can do? Steve Westra asked if we can invite Parks & Rec or whoever the decision makers are to come to us and explain the process of why this type of parade cannot be on Phillips. All agreed we should invite them to a meeting so we can learn and so we can understand the process. Tracy Turbak noted that the process has gone through a lot of change and offered to find out the process and bring that info back to the board. Teri Schmidt said we will find out who is involved and invite them to the next BID Board meeting.

Teri noted that this board approved $32,000 in support for Rocky Mountain International (RMI) at the last meeting, however, we are also seeking sponsorships. Teri distributed a sponsorship flyer that was also distributed at the last CVB Council meeting. South Dakota Tourism is also working to get sponsorships for RMI. There are Rapid City/Black Hills businesses wanting to sponsor as well, but we want Sioux Falls to have the first opportunity.

Teri noted that since May we have hosted 14 travel writers and 7 personalized FAM tours. Today Alexa & Jay are doing a bus tour personalized FAM.

Teri added that servicing is changing. Groups are doing more for themselves due to technology, but they do still want name badges printed.

Teri reviewed the top visitors to Falls Park both by States and Countries. She also reviewed stats on Visitor Guide requests.

Teri reported that we have been trying to get PheasantFest to Sioux Falls for the past 3 years. We will be attending one more time. PheasantFest is committed to come and look at us one more time. The issue is that even with all of the space from the Arena, Convention Center and new Event Center, we need all of that space for exhibits and it leaves no space to feed the 10,000 people. The event takes place the 3rd weekend of February.

City Tax Collections Monthly Report

Tracy Turbak noted the following:

• Teri Schmidt touched earlier on the BID tax collections
• Sales tax collection locally over the past 12 months is up 6.3%
• Entertainment tax is up 5% over that time
• Unemployment was 3.1% end of July, however, since that time it has dropped to 2.7%. Over half of the time during the past 25 years the unemployment rate has been 2.7 or lower.

Jean Hoesing asked what kind of visuals the CVB takes to shows. Wants to make sure the digital is up to date. Teri Schmidt said that we will set-up the displays for our next meeting to show everyone what we have.

Other Business

Tracy Turbak noted that the Event Center will be opening later this month. He reviewed grand opening events as well as upcoming concert and activities events.

Teri noted the 2015 Meeting Dates provided on the Agenda today. Mark Wahlstrom noted that he would be absent for the June 2015 meeting.

Teri noted that she will be traveling for the LPGA bid later this month and then to Mesa for SMMC. She monitors her emails and of course, has her cell if you need to contact her.

Jean Hoesing asked when this group brainstorms ideas to "go outside the box" like the Mayor said in the last meeting. How can we do this as a group? Thea Miller Ryan stated that it's not necessarily our duty to come up with those ideas...but rather to review and support the ideas that come before the board from the staff. Shailiesh asked if we feel we should add 15 minutes to each agenda to discuss ideas? Mark Wahlstrom stated that would not be enough time. Everyone agreed we would need 60-90 minutes for that discussion. Mark reminded that previously we never had any money to do anything extra. Now when somebody comes to us with a $30,000 - $40,000 idea, we have the opportunity to review and possibly approve those requests. This is thinking out of the box. Teri Schmidt added, confidentially, she has begun discussions with local representatives for a Festival of Wines event, for example. Scott Garret noted that we are sitting in a hospital mecca, and why are there not more symposiums of that nature. Teri stated that you would be surprised how much medical business is happening...the hospitals happen to do a lot of their own arrangements. Overall, the group felt we do "go outside the box".

Announcements

Shaiiesh Patel adjourned the meeting. Meeting adjourned.

The next regular meeting is scheduled for December 17, 2014 in the CVB Boardroom.

Respectfully submitted:

_________________________   ___________________________
Kathie Puthoff              September 9, 2014
Name                       Date