



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes**

March 30, 2016

Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Thea Miller Ryan	
Voting Members Present:	Scott Garrett Jean Hoelsing Randy Huber Tom Morris	Char Roth Mark Wahlstrom Steve Westra
Voting Members Absent:	Shailesh Patel	
Non-Voting Members Present:	Teri Schmidt	
Non-Voting Members Absent:	Rex Roling Tracy Turbak	
Others Present:	Kenny Anderson, Jr. Joe Batcheller Adam Boeve Matt Brunick Jolene Groen Jan Grunewaldt Lori Kiesow Julie Klinger	Rick Knobe Tom Olson John Paulson Kathie Puthoff Dan Radigan Larry Toft Scott Wick Brittany Will

Chair Thea Miller Ryan called the meeting to order. Thea extended welcome to Tom Morris who has been appointed to replace Board Member Jolene Matheson. Tom will fulfill the term which expires in March 2017.

Agenda

Steve Westra moved to approve the regular agenda. Second by Char Roth. Unanimous approval.

Minutes

Steve Westra motioned to approve the December 16, 2015 and February 19, 2016 minutes. Second by Mark Wahlstrom. Unanimous approval.

A copy of today's agenda and meeting enclosures are provided on the back counter.

Financial Report

Teri Schmidt reviewed the 2/29/16 BID financial statement by line item noting expenditures that have occurred since the last financial report at the December meeting.

Steve Westra moved to approve the financial report. Second by Randy Huber. Unanimous approval.

Teri distributed a summary showing collections from BID Tax, Room Tax, Entertainment Tax, Sales Use Tax 1st Penny and 2nd Penny from 2000 – 2015 which represents the timeframe before and after creation of the BID.

BID Activity

Teri Schmidt recapped Sales Activity since the December meeting.

Sales:

- Booked Business
- Tentative
- Lost Business
- Turned Assist

Tourism:

- Hostings
- Group Tour FAM
- South Dakota Rest Stop FAM
- Rocky Mountain International (RMI) FAM

Servicing:

- We serviced 18 more groups in 2015 than in 2014.

The Falls Park Visitor Information Center: YTD attendance is up.

Marketing:

- Marketing campaigns are going very well. Social channels are getting message out to prospective travelers. Visitor Guide searches are increasing. We are seeing a slight downturn in the use of the Visitor Guides while seeing an increase in online viewing.
- Teri reviewed prospective target markets/cities, leisure travel, and conversions.

Funding Requests

Teri distributed the BID Financial Summary and reviewed the total dollars paid out each year on funding requests since the creation of the BID.

Final review of Funding Requests:

1. Downtown Sioux Falls Trolley
 - Jean Hoelsing motioned to deny the request for funding for the trolley. Second by Steve Westra. Unanimous approval to deny funding.
2. Mary Jo Wegner Arboretum & East Sioux Falls Historical Site Brochures
 - Mark Wahlstrom motioned to approve \$1250. Second by Scott Garrett. Unanimous approval.
3. Borrowed Bucks / Bud Light Spring Classic Softball Tournament
 - Steve Westra motioned to approve \$1300. Second by Mark Wahlstrom. Unanimous approval.
4. SMG / RibFest
 - Steve Westra motioned to deny funding. Thea Miller Ryan seconded the motion. Motion passed with 6-1 vote. Mark Waistrom opposed.
5. Sioux Falls Jazz & Blues Society / JazzFest

- Jean Hoelsing motioned to approve \$2500. Second by Steve Westra. Unanimous approval.
6. Sioux Empire Baseball Association South Dakota State "Class A" Legion Baseball Tournament
 - Steve Westra motioned to approve \$2000. Second by Char Roth. Unanimous approval.
 7. Strawbale Winery / Folk Off & Rib Challenge
 - Mark Wahlstrom motioned to approve \$1000. Second by Jean Hoelsing. Unanimous approval.
 8. LifeLight Communications / LifeLight Festival
 - Randy Huber motioned to approve \$2500.
 - Steve Westra motioned for a substitute motion to deny funding. Second to deny by Thea Miller Ryan. Substitute motion failed with a 2 to 5 vote. Steve Westra, Thea Miller Ryan in favor of motion; Scott Garrett, Jean Hoelsing, Randy Huber, and Char Roth opposed.
 - Char Roth offered a substitute motion to approve \$1500, requesting that any t-shirts purchased with the money would include the CVB logo. Steve Westra seconded the motion. Substitute motion failed 2 to 5 vote. Char Roth, Steve Westra in favor of motion; Scott Garrett, Jean Hoelsing, Randy Huber, Thea Miller Ryan opposed.
 - Randy Huber's motion of \$2500 is still on the table. Second by Scott Garrett. Motion passed in 4 to 3 vote. Yes-Mark Wahlstrom, Scott Garrett, Randy Huber, Jean Hoelsing. No-Char Roth, Thea Miller Ryan, Steve Westra.
 9. Sioux Empire Fair
 - Char Roth motioned to approve \$3000. Second by Mark Wahlstrom. Unanimous approval.
 10. Sioux Falls Sports Authority / Sioux Falls Marathon
 - Scott Garrett motioned to approve \$2500. Second by Steve Westra. Unanimous approval.

Funding Request Form – Recommended Changes

The Board reviewed the seven recommendations from the BID Sub Committee Review meeting that took place March 4, 2016 and made the following revisions to those recommendations:

- Item #1—Funding Request Deadlines: Requests will be reviewed twice a year. The deadlines moving forward will be September 1st at 5:00 pm and March 1st at 5:00 pm.
- Item #2—Should financial support be provided to repeat business?
- Item #3 & Item #4— no review.
- Item #5—Steve Westra agreed with the need for press releases, and noted that we should also include information on the CVB's website. It's important to celebrate our successes.
- Item #6—Amounts for Opportunity Fund.

Char Roth motioned to approve the change to the recommendations as discussed. Second by Mark Wahlstrom. Unanimous approval as read on the changes to the recommendations.

Thea recapped updates to the Funding Application. The new deadlines of March 1 & September 1 will be added. Mark asked if groups have been providing the requested documentation following their event as requested on page 2 of the form. Teri stated they have not and asked if the board wants to start enforcing this. The Board agreed that yes we should enforce it.

Other Business

Kenny Anderson distributed a handout of a Wounded Warrior exhibition game to be held at Canaries Stadium on September 2, 2016, to coincide with national softball tournaments.

Steve Westra addressed Kenny Anderson and Rick Knobe noting that there is a lot of confusion in the community on the "Venture Fund". The BID does not have a "Venture Fund" and feels the Mayor's letter has done an inservice to people who are coming in for "asks". There is perception that we have a large amount of money. Steve said we could do a lot more if we communicate, that he's tried to talk to the Mayor but he doesn't return calls. We need to focus on the positives of what we really do, i.e. Funding the Falls Park VIC; the hotels give away rooms, conference room space, food, etc. The hotels do a lot and it needs to be highlighted as well. Instead there has been a lot of confusion created.

Kenny Anderson responded by saying that David Bixler from the City Council office is working with the CVB to re-format CVB information into a simpler report. Steve added that we don't want to give the perception that we are against things or not supportive of things, and it is important to get different perspectives, however, we have to get back to our original mission, our original goal.

Mayor's Ad-Hoc Committee Recommendations

Thea Miller Ryan asked if there was any discussion on the Ad-Hoc recommendations.

Mark said it was an interesting process to be on the committee. It began as a BID review process but turned into more of a BID/CVB review process. In the end it still goes back to the fact that we are doing a good job as a BID Board and following the Ordinance as written. So until the Ordinance is changed, Mark thinks we are following course on what we are supposed to do. The amount of money we can get out to entities is based on budget. Mark felt blind-sided at times and thought things got way off track.

Jean Hoelsing didn't feel the facilitator was very good. The mission seemed to change from what the original letter stated it would be. Things went better after Tracy Turbak changed the direction and got things going.

Scott Garret felt there was definitely some pressure going on behind the scenes. For example, the request for a strategic plan and refinement processes in place to make sure the money is being spent right; the need to see ROI and if not working, need to make changes.

Randy Huber noted the recommendation for strategic planning and added that we are already working 3-5 years out, so not really sure what that means. He doesn't see a problem with increasing the "venture fund". And the request for establishing measurements...that is great, but how. We need response or feedback.

Char Roth commended the people that served on the committee, but felt that the committee appeared to be detoured quite a bit.

Thea Miller Ryan added that she felt everyone was thankful Rick Knobe took over at the end of the process and helped to move things forward on the committee.

Rick Knobe was in the audience and stated that the mission was confusing and had mixed messages, adding that because the Mayor was a marketing guy he thinks he's the best. Rick stated the work the Board is doing is good, but it needs to go faster and needs to do the strategic "stuff".

Mark added that he was surprised that the Ad Hoc Committee didn't seem to know what was going on even though information was provided. Jean agreed it appeared that members didn't even read the info supplied. Tom Morris noted that the Hoteliers sent a letter to the Mayor but received no response. There is no way any of us can help the fact that they don't respond. Perhaps we need to encourage City Council to attend these meetings. John Paulson was here today. Tom reiterated that we appreciate everything the committee did.

New Business

There was no new business.

Adjournment

Char Roth motioned to adjourn the meeting. Second by Steve Westra. Unanimous.

Respectfully submitted:

 Kathie Puthoff

Name

 March 30, 2016

Date