Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
March 15, 2017
Sioux Falls Convention & Visitors Bureau Board Room

Presiding: Thea Miller Ryan, Chair

Voting Members Present: Scott Garrett  
Jean Hoesing  
Tom Morris  
Shailesh Patel  
Char Roth  
Mark Wahlstrom  
Steve Westra

Voting Members Absent:

Non-Voting Members Present: Daren Ketcham  
Teri Schmidt

Non-Voting Members Absent: Rex Rolfing

Others Present: Jason Ahrendt  
Jason Bell  
Howard Bich  
Matt Brunick  
Frank Gurnick  
Todd Heitkamp  
Rob Joyce  
Sara McMahon  
Kraig Pomrenke  
Kathie Puthoff  
Don South  
Steve Sutton  
Chad Woods  
Mike Yaeger  
Jeff Zueger

Chair Thea Miller Ryan called the meeting to order.

Approval of Agenda
Steve Westra motioned to approve the regular agenda. Second by Char Roth. Unanimous approval.

Approval of Minutes
Char Roth motioned to approve the minutes from the December 14, 2016 meeting. Second by Steve Westra. Unanimous approval.

Financial Report
Teri Schmidt reviewed the BID Revenue Monthly Comparison report showing that BID collections for the first 3 months of the fiscal year were all down. Based on industry reporting, this is not a surprise. State sales tax is also down. We need to be aware as this does affect our budget.

Teri also reviewed the 1/31/17 BID Financial statement by line item. Steve Westra motioned to approve the financial report. Second by Tom Morris. Unanimous approval.
Funding Requests
Thea stated that we will review all of the requests first and then go back and make decisions on each. Representatives are welcome to stay following their presentation, or they may leave, and Teri will call them later.

Review of funding requests

1. Dakota Angler Ice Institute
   - Dates: November 10-12, 2017 (3 days)
   - 150-200 rooms per night
   - Request: $3000
   - Repeat business – held 8 years in Sioux Falls
   - 3000-5000 people

2. Spectrum Films/White Wall Sessions – Season 5
   - Dates: March – September 2017
   - Total room nights – "NA"
   - Request: $25,000
   - 60 filmed live sessions

3. Sanford Spring Classic – Sioux Falls Cyclones
   - Dates: May 6 – 7, 2017 (2 days)
   - 200-250 rooms per night
   - Request: $2,000
   - Repeat business – held past 5 years in Sioux Falls
   - 2640 people (528 players + families)

4. Sioux Falls Swim Team Summer Invite
   - Dates: July 7-9, 2017 (3 days)
   - Request: $8000
   - # room nights – see application
   - # people – see application
   - Repeat business – held many years/decades in Sioux Falls

5. JazzFest – Sioux Falls Jazz & Blues
   - Dates: July 13-15, 2017 (3 days)
   - Estimated 278 rooms per night
   - Request: $10,000
   - Repeat business – held 26 years in Sioux Falls
   - 100,000 – 130,000 people
   - Previous CVB $: 2012/$5000; 2013/$5000
   - Previous BID $: 2014 /$5000; 2015/$5000; 2016/$2500

6. Folk Off & Rib Challenge – Strawbale Winery
   - Dates: July 29, 2017 (1 day)
   - Total number of rooms: 200
   - Request: $5000
   - Repeat business – held past 5 years in Sioux Falls
   - 2500 people
   - Previous CVB $: 2013/$500; 2014/$500; 2015/$1000
   - Previous BID $: 2016/$1000

7. South Dakota Senior Games – State Event
   - Dates: September 7-11, 2017 (4 days)
   - Approximately 100-200 rooms per night
   - Request: $1,000
   - Many years since it's been held in Sioux Falls
8. Sioux Falls Premier Rodeo Wrangler Champion's Challenge Finale (Sutton)
   - Dates: September 29-30, 2017 (2 days)
   - 2076 room nights
   - Request: $25,000
   - Repeat business – held 1 year in Sioux Falls
   - 6500 people
   - Previous BID $: 2016/$13,050

   - Dates: December 15-17, 2017 (3 days)
   - 481+ rooms
   - Request: $5000
   - Repeat business – held 1 year in Sioux Falls
   - Over 4000 people

Teri reported that the BID budget had $88,000 for investments. As of today there is still $60,500 for the remainder of this fiscal year. In addition, we had $4000 in the budget for one Hockey which we bid and won, however, this event later cancelled. We also had $5000 earmarked for the ASA bid in November. However, we lost this bid. So with those additional funds added, we now have $69,500 total between now and October 1, 2017. Mark Wahlstrom noted that we review funding requests again in September, so any received are likely going to go into the next year's budget...so the funds on hand today could be allocated.

Steve Westra motioned that the meeting move into Executive Session. Second by Mark Wahlstrom. Unanimous approval.

Discussion followed on each of the nine funding requests.

Mark Wahlstrom moved Executive Session cease. Second by Steve Westra. Unanimous approval.

BID Funding Requests Board Action:

1. Spectrum Films/White Wall Sessions – Season 5
   - Jean Hoesing moved to deny this request. Second by Shailesh Patel. Unanimous approval to deny this request.

2. Sanford Spring Classic – Sioux Falls Cyclones
   - Char Roth moved to deny this request. Second by Tom Morris. Unanimous approval to deny this request.

3. Sioux Falls Swim Team Summer Invite
   - Mark Wahlstrom moved to grant $5000. Motioned died for lack of a second. Jean Hoesing moved to approve $3000. Second by Tom Morris. Mark Wahlstrom requested a roll call vote: Mark Wahlstrom-No; Jean Hoesing-Yes; Shailesh Patel-Yes; Tom Morris-Yes; Char Roth-Yes; Steve Westra-Yes; Scott Garrett-Yes; Thea Miller Ryan-Yes. Motion passed 7-1 in favor of approving $3000.

4. JazzFest – Sioux Falls Jazz & Blues
   - Jean Hoesing moved to approve $7500. Steve Westra proposed a substitute motion to approve $5000. Shailesh Patel seconded the motion for $5000. The motion passed 7-1 to approve $5000 for this request with Jean Hoesing opposed.

5. Folk Off & Rib Challenge – Strawbale Winery
• Mark Wahlstrom moved to approve $1000. Second by Tom Morris. Unanimous approval.

6. South Dakota Senior Games – State Event
   • Char Roth moved to approve $1000. Second by Steve Westra. Unanimous approval.

7. Sioux Falls Premier Rodeo Wrangler Champion’s Challenge Finale (Sutton)
   • Shailesh Patel moved to approve $25,000. Second by Steve Westra. Unanimous approval.

8. Dakota Angler Ice Institute
   • Steve Westra moved to approve $3000. Second by Char Roth. Unanimous approval.

   • Jean Hoesing moved to approve $2500. Second by Steve Westra. Unanimous approval.

**Adjournment**
Steve Westra moved to adjourn. Second by Char Roth. Unanimous approval. Meeting adjourned.

Respectfully submitted:

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Kathie Puthoff            March 15, 2017
Name                       Date