



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

**June 21, 2017**

**Sioux Falls Convention & Visitors Bureau Board Room**

<b>Presiding:</b>	Thea Miller Ryan, Chair
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<b>Voting Members Present:</b>	Jean Hoelsing Tracy Kolb Sara McMahon Tom Morris	Usha Parmar Paul Schiller Jennifer Seifert-Brenna
<b>Voting Members Absent:</b>	Scott Garrett	
<b>Non-Voting Members Present:</b>	Teri Schmidt	
<b>Non-Voting Members Absent:</b>	Daren Ketcham Rex Rolfing	
<b>Others Present:</b>	Jason Bell Matt Brunick Mike Gray Paul Hegg Ted Hilleson Kyle Johnson Krista Orsack	Shailesh Patel Kraig Pomrenke Kathie Puthoff Char Roth Theresa Stehly Steve Westra

Chair Thea Miller Ryan called the meeting to order.

**Recognition of Outgoing Board Members**

Thea recognized out-going BID Board Member Char Roth, thanked her for her service on the board, and presented her with a recognition gift.

**Approval of Agenda**

Tom Morris motioned to approve the regular agenda. Second by Sara McMahon. Unanimous approval.

Teri Schmidt noted that as is required in the bylaws, there is a copy of today's handouts available on the back counter.

**Approval of Minutes**

Jennifer Seifert-Brenna motioned to approve the minutes from the March 15, 2017 meeting. Second by Tom Morris. Unanimous approval.

Thea provided opportunity for self-introductions.

### **Financial Report**

Teri Schmidt stated revenue is running behind. The City projected an income of \$2,010,000 for the 2016-2017 Budget. Due to the slower incoming revenue, we have worked with our accountant and cut that projected revenue back to \$1,922,000.

Teri reviewed the 5/31/17 BID Financial statement by line item. Sara McMahon motioned to approve the financial report. Second by Jean Hoelsing. Unanimous approval.

### **Election of Officers**

Teri explained that according to the Bylaws, we are to elect officers at the July meeting. Since we do not hold a July meeting, we always elect officers at the June meeting.

- Tom Morris nominated Thea Miller Ryan for Chair position. Second by Paul Schiller. Unanimous approval.
- Jennifer Seifert-Brenna nominated Tom Morris for Vice-Chair. Second by Jean Hoelsing. Unanimous approval.
- Tom Morris nominated Sara McMahon for Secretary. Second by Jennifer Seifert-Brenna. Unanimous approval.

### **2018 Meeting Dates**

Tom Morris moved that we change our meeting day from Wednesday to Tuesday mornings at 7:30 a.m., just one day earlier than the proposed dates on the agenda. Jean Hoelsing seconded the motion. Following some discussion, Tom Morris made an amended motion that would include changing the remaining 2017 meeting dates to Tuesdays as well, just 1 day before the previously scheduled meetings. Second by Jean Hoelsing. Unanimous approval.

Upcoming meeting dates will now be:

- September 19, 2017
- December 12, 2017
- March 20, 2018
- June 19, 2018
- September 18, 2018
- December 11, 2018

Thea recognized out-going BID Board Member Steve Westra, thanked him for his service on the board, and presented him with a recognition gift.

Teri also extended thanks to outgoing Board Members Char Roth, Steve Westra and Shailesh Patel, for the guidance and input they have contributed to the board.

### **BID Activity**

Teri routed examples of advertising the CVB has placed in travel and tradeshow publications.

Teri explained to the new Board Members that they can find a new members list, bylaws, and ordinance in their binders. She added that we are always open to new ideas. She explained the BID is possible because of the hotels, that the hotels stepped up and said they would be self-taxed to provide funding for the CVB to do sales and marketing.

Teri noted the following:

- Teri presented the new venue guide that will be used in sales efforts.
- Teri reviewed booked business, leads, lost business and turned assist business.
- The CVB has hosted 5 travel writers since we last met.
- CVB sales staff has attended 7 travel/tradeshows and meetings.

- The CVB has 4 upcoming shows including the Minneapolis Sales Blitz in July.
- Four sales people will be attending Connect Marketplace where they will meet with planners in their specific markets.
- Teri reviewed recent travel shows attended by the CVB including Circle Wisconsin, Rocky Mountain International (RMI), and IPW (Powwow) which is a joint effort with South Dakota Tourism.
- The CVB recently hosted 4 tour operators to a FAM (FAMiliarization tour).
- Teri reviewed recent travel writer hostings.
- Teri presented a Hub & Spoke group tour meeting planner as an example of CVB's sales and marketing.
- Teri gave an update of attendance numbers at the Falls Visitor Information Center.
- The CVB has serviced 65 events for 2017, 20 of which were new events.
- Teri reviewed information from the STR Report regarding occupancy numbers.

Krista Orsack gave a Marketing Report including the following:

- Measures of our marketing are garnered on Google website.
- Digital strategy is very measureable place to grasp numbers.
- Omaha, Winnipeg and Chicago are markets that engage with Sioux Falls the most.
- Krista reviewed the Peak Season Campaign.
- Krista reviewed our 5 marketing platforms.
- Krista presented a short video and explained this particular video will be used primarily via Facebook marketing.

Paul Schiller asked if the CVB syncs up with South Dakota Tourism on their campaigns and seasons. Krista replied that yes we do. He also asked if we do intercepts in line with what we are doing. Krista noted that we could probably do more of that. Paul explained it's helpful to find out what people are experiencing here or what they want to experience.

Thea encouraged people to attend CVB Council as well as a lot of reporting and information is covered there.

### **Other Business**

City Council Member Theresa Stehly asked which of the Board Members are new. She also asked how many hotel owners are currently serving on the board to which the group answered none. She asked how many owners were on the original board and was told that several of the original board members were hotel owners. Theresa added that the City Council has an ethics policy that states that they cannot push anything that promotes themselves. She asked if the BID Board has any kind of ethics policy. Steve Westra added that state law was passed through the State Legislature in 2004. Rapid City was the first to implement a BID. Sioux Falls BID Board was created in 2011 and we follow state statute.

Teresa asked if the board could pull the plug and end this BID tax if they didn't like the direction that things were going. She was told, yes that is true. Steve explained that when the BID was developed, the general fund from the City was no longer needed. Hotels put a self-imposed tax on themselves to put heads in beds and was able to return over \$500,000 back into the general fund of the City. The CVB now receives zero from the City's general fund. Teresa commented that if the BID Board were to decide to dissolve the BID, then just FYI, there is not a lot of wiggle rooms to obtain funding from the City.

Shailesh Patel stated that the BID is the best thing that has happened and that the CVB does a phenomenal job. He stated that he has hotels in other markets, and the Sioux Falls CVB is the best.

Paul Schiller stated that when applying for the position on the BID Board, he was asked to read an ethics statement on-line.

Teri reported that the CVB is contracting with a company to do a strategic plan so we can elevate what we are doing.

Tom Morris stated that the Board really needs to stay focused to meet the goals of our mission statement, especially since BID collections are running under budget, limiting available resources. With that in mind, Tom motioned to defer the BID Opportunity Fund until the strategic plan is complete. Jean Hoelsing stated that she has a problem with eliminating the Opportunity Fund. Sara McMahon seconded the motion and Thea brought the vote forward. Paul Schiller noted he didn't think it was a good idea to cut it off totally. Tom reiterated that we need to see where the budget process takes us, however, we do need to continue the work of bidding and digital strategy. The motion passed with a vote of 5 Yes votes (Thea Miller Ryan, Tom Morris, Jennifer Seifert-Brenna, Usha Parmar, Sara McMahon) to 3 No votes (Tracy Kolb, Jean Hoelsing, Paul Schiller).

Thea Miller Ryan recognized out-going Board Member Shailesh Patel, thanked him for his service on the board and presented him with a recognition plaque.

**Adjournment**

Jennifer Seifert-Brenna moved to adjourn. Second by Tom Morris. Unanimous approval. Meeting adjourned.

Respectfully submitted:

Kathie Puthoff  
Name

June 21, 2017  
Date