



Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
March 20, 2018
Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Thea Miller Ryan, Chair
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Voting Members Present:	Scott Garrett Jean Hoelsing	Sara McMahon Tom Morris
Voting Members Absent:	Tracy Kolb Usha Parmar	Paul Schiller Jennifer Seifert-Brenna
Non-Voting Members Present:	Daren Ketcham	Teri Schmidt
Non-Voting Members Absent:	Rex Roling	
Others Present:	Jason Ball Alan Benson	Matt Brunick Kathie Puthoff

Thea Miller Ryan called the meeting to order.

Approval of Agenda

As there was no quorum present, we were unable to approve the agenda.

As is required in the bylaws, there is a copy of today's handouts available on the back counter.

Approval of Minutes

As there was no quorum present, we were unable to approve the minutes.

Financial Report

Teri Schmidt reviewed the BID Tax Collection Report noting that YTD BID tax is down \$19,780 while rooms tax is down \$19,015. Due to these budget shortages, the CVB is currently making budget cuts. Discussion followed on scheduled business throughout the year.

Teri stated that sales are slow and we continue struggling to secure dates at the Sioux Falls Convention Center. We are anxiously awaiting the Arena Report commissioned by the City. Tom Morris stated we need to use the Convention Center to book citywide business. Daren Ketcham said it will be another month before we see the Arena Report.

Teri reviewed the January 31, 2018 Financial Report noting that this is the most current available due to our accountant being out on medical leave.

As there was no quorum present, we were unable to approve the financial report.

BID Activity

Teri distributed a Sioux Falls Hotel History document per Jean Hoelsing's request at our last meeting.

Teri reported on the following:

- Teri reviewed sales numbers noting booked, tentative and lost business since our last meeting.
- The CVB hosted three site visits since we last met.
- Teri reviewed recent and upcoming trade and travel show activity.
- Teri reported on the Chinese delegation the CVB will host in partnership with South Dakota Tourism.
- CVB Servicing numbers reflect the average length of a visitor stay since December 3, 2017 is three days.
- Teri distributed an example of an RFP noting the depth of requests/demands on the CVB's.
- Daren Ketcham asked if there are examples of booking policies we can review in regards to the Convention Center. Teri stated there has not been a booking policy in place at the Convention Center in the last 8 years. Daren stated that it needs to be reviewed again.
- Daren asked when the CVB strategic plan will be complete and Teri stated we hope it will be complete the beginning of May.
- The new Sioux Falls Visitor Guides are out.
- The annual Visitor Industry Luncheon is May 8. Secretary of Tourism Jim Hagen will do a presentation prior to the luncheon at 10:00 a.m.
- The CVB is currently accepting nominations for the visitor industry awards that will be presented at the annual luncheon.
- The April 26th CVB Council meeting will include a forum for the two mayoral candidates, assuming there will be a runoff election.

Other Business and Announcements

No other business or announcements.

Adjournment

The meeting was unofficially adjourned as there is no quorum present today.

Respectfully submitted:

Kathie Puthoff
Name

March 20, 2018
Date