Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
December 11, 2018
Sioux Falls Convention & Visitors Bureau Board Room

<table>
<thead>
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<th>Presiding:</th>
<th>Tom Morris, Chair</th>
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| Voting Members Present: | Jean Hoesing  
                      | Tracy Kolb     
                      | Sara McMahan    
                      | Thea Miller Ryan |
|-------------------------|-------------------|
| Voting Members Absent:  | Scott Garrett     
                      | Usha Parmar     
                      | Steve Westra    |
| Non-Voting Members Present: | Janet Brekke 
                       | T.J. Nelson    
                       | Teri Schmidt    |
| Non-Voting Members Absent: |                   |
| Others Present:        | Jason Ball        
                      | Alan Benson      
                      | Jan Grunewaldt   
                      | Greg Jamison     
                      | Kathie Puthoff   |

Chair Tom Morris called the meeting to order.

**Approval of Agenda**
Thea Miller Ryan moved to approve the agenda. Second by Tracy Kolb. Unanimous approval.

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

**Approval of Minutes**
Sara McMahan moved to approve the September 18, 2018 minutes. Second by Tracy Kolb. Unanimous approval.

**Financial Report**
Teri Schmidt reported that the fiscal year ended September 30th and we are currently in audit process. We have preliminary reports but are holding for the final reports to be completed. It appears there will be money left over. When things were tight, we pulled back on spending. August and September tax came in better so we are estimating we will be about $180,000 to the good. If this becomes reality, we will discuss what will be done with those funds.

Teri reviewed the 10/31/18 financial report by line item noting that this is the first month of the new fiscal year. Thea Miller Ryan moved to approve the financials. Second by Jean Hoesing. Unanimous approval.
**BID Board Membership**
Teri Schmidt reported that Paul Schiller resigned from the BID Board mid-October. Mayor Paul TenHaken has appointed Greg Jamison as his replacement. Teri also reported that Scott Garrett has moved to Arizona. We have had no contact from him. The Mayor has appointed Jan Grunewaldt as his replacement. Request for approval of this appointment will be on the agenda for the December 18 City Council meeting.

T.J. Nelson reported that that Paul Hegg, Hegg Companies, will replace Steve Westra, Hegg Companies, on the BID Board due to Steve’s recent appointment as Secretary of the Governor’s Office of Economic Development. Mayor Paul Ten Haken has approved this replacement. Request for approval of this appointment will also be on the agenda for the December 18 City Council meeting.

**BID Activity**
Teri Schmidt announced that tickets are now available online for the CVB’s Visitor Industry Luncheon on May 14, 2019.

Teri reported that the Strategic Plan is now complete. It has been presented and reviewed by the CVB Advisory Council Voting Members, Chamber Board, Strategic Plan Committee, and will be reviewed with the Mayor in the coming weeks. We intend to make appointments in January to walk through the plan with each City Council person. Teri gave an overview of the Strategic Plan process and recapped the results and the vision for the CVB.

As per direction of the Strategic Plan, an RFP has been sent for the Market Analysis and Brand Analysis. We are budgeting $50,000 for these studies, but realistically it looks like we will need $200,000. What we are asking for is very solid and will drive the future sales and marketing plan for the CVB.

Teri reminded that this is a 3-year plan and noted that our primary goal is increased hotel occupancy rate.

Tom Morris expressed comments on the results of the Strategic Plan.

Jean Hoesing moved for a motion of support to accept the Strategic Plan and move forward with its recommendations. Second by Sara McMahon. Unanimous approval.

**Other Business**
Teri Schmidt reminded that at the next meeting we will have three new board members: Jan Grunewaldt has been on the board before, Greg Jamison is very familiar with the CVB and the industry and Paul Hegg is familiar as well.

Sara McMahon expressed concern at her ability to attend 7:30 a.m. meetings next year. Tom Morris said that we can review the start time at the next meeting in March to see what time works best for all members.

**Public Comments**
There were no public comments.

**Adjournment**
Meeting was adjourned.

Respectfully submitted:

________________________   ______________________
_________ Puthoff          December 11, 2018