



Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
March 26, 2019
Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Tom Morris, Chair
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Voting Members Present:	Scott Garrett Paul Hegg	Greg Jamison Thea Miller Ryan
Voting Members Absent:	Tracy Kolb Sara McMahon	Usha Parmar
Non-Voting Members Present:	Janet Brekke T.J. Nelson	Teri Schmidt
Non-Voting Members Absent:		
Others Present:	Matt Brunick Jan Grunewaldt Alex LeBlanc	Krista Orsack Kathie Puthoff

Chair Tom Morris called the meeting to order.

Approval of Agenda

Thea Miller Ryan moved to approve the agenda. Second by Greg Jamison. Unanimous approval.

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

Approval of Minutes

Thea Miller Ryan moved to approve the December 11, 2018 minutes. Second by Greg Jamison. Unanimous approval.

Financial Report

Teri reviewed the 2/28/19 financial report by line item highlighting expenses that occurred since we last met in December. Teri noted that the line item for CVB Newsletter was previously for the Chamber News at a cost of \$6000/year. We've taken a change of direction and are now working with Jodi Schwan, siouxfalls.business. This has been working well for the CVB. Teri also noted that some of the cost for Travel – Trade Show were for Freeman exhibit charges associated with Pheasant Fest that took place in Schaumburg, Illinois. Freeman costs have increased significantly. Discussion followed on the Sioux Falls Skedaddle Half Marathon, a new event that will take place in Sioux Falls in April.

Teri reviewed BID tax collections and reminded how income is received by the CVB approximately three months after it is collected. Teri noted that BID tax was down in December while room tax was up. Scott Garrett added that this is due to room tax being a percentage while BID tax is a flat fee. Teri added that more cities are going to percentages for BID tax.

Teri reviewed the STR report and expressed concern about the effect all the unusual weather across the country may have on visitor numbers in the coming months.

Tom Morris added that BID revenue is almost 3% ahead of budget as of January.

Paul Hegg moved to approve the financial report. Second by Scott Garrett. Unanimous approval.

BID Board Membership

Teri reported that Jean Hoelsing is retiring and has resigned her position with the BID Board. The Mayor has nominated Jan Grunewaldt to take Jean's place on the BID Board. Jan will join the board following her approval on the nomination process.

BID Activity

Teri Schmidt reminded that tickets are available for the CVB's Visitor Industry Luncheon on May 14, 2019. She encouraged everyone to nominate their organization or staff for the Visitor Industry Awards to be presented at the Annual Meeting.

Teri reviewed the following:

- The new Visitor Guide is out and has been delivered citywide.
- Industry related articles have been provided in today's packets.
- The CVB Social held in February had a large turnout.
- The Falls Park Visitor Information Center is currently closed since the park is closed due to flooding.
- A FAM Tour Contest will be held again this year to encourage industry employees to visit the 22 participating attractions in efforts to be better able to cross-sell our community. The contest will run May 1 – June 14.

Director of Sales Alex LeBlanc reviewed booked business since the December meeting noting that we have sent 32 sales flashes, are currently working on 44 pieces of business and are prospecting out to year 2030. Eight pieces of business have been lost. We have serviced 30 pieces of business. Alex reviewed recently attended trade and travel shows as well as upcoming shows. Members of the sales team will travel to Washington, DC for a sales blitz in April and have so far scheduled 23 appointments over 2 days.

Alex reported that the CVB has been participating in Community Relation Outreach (CRO) meetings to educate people on what the CVB does and to see if people belong to organizations that we could use as leads.

Director of Marketing Krista Orsack reported on the following:

- Local referral program.
- Play to Win Campaign for meeting and convention planners.
- The CVB printed 375,000 postcards and inserted into publications as well as mailed postcards directly to meeting planners in efforts to generate leads for the sales team.
- Pinterest ads on how to set up a tradeshow booth are also generating great interest for meeting planners.
- Trip planner usage is up.
- Number of users of the new CVB App are up.

- Krista reviewed the Peak Campaign, a coop campaign with South Dakota Tourism. All advertising for the coop now requires we work through their agency, Lawrence & Schiller.
- Krista reviewed ad placements and presented samples of recent advertising.
- Krista reviewed upcoming National Travel & Tourism Week promotion.
- RoadtoSiouxFalls campaign is continuing currently as well.

Janet Brekke commented that on a recent visit to Washington, DC, she visited with two people who had been to Sioux Falls to see SculptureWalk and to copy it in their hometowns. Teri noted that we showcase the wonderful art and culture in Sioux Falls when we are promoting the city.

Teri noted that the strategic plan is moving forward. We are close to signing contracts with Destination Analysts and Miles Media, as approved by both BID Board Executive Committee and CVB Advisory Council Executive Committee. The contract defines exact strategies and goals with relation to the strategic plan.

Tom Morris reminded that at our last meeting there was a request to move the time of our meetings from the 7:30 a.m. start time. Discussion followed and it was decided that the meetings will remain at 7:30 a.m.

Teri stated that in the past she has met with Dan Letellier of the Sioux Falls Regional Airport and asked about promoting and encouraging people to fly not only out of Sioux Falls, but also in to Sioux Falls. We will further discuss this at our next meeting.

Other Business

No additional business.

Public Comments

There were no public comments.

Adjournment

Greg Jamison moved to adjourn. Second by Thea Miller. Meeting adjourned.

Respectfully submitted:

_____ Kathie Puthoff
Name

_____ March 26, 2019
Date