Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
June 25, 2019
Sioux Falls Convention & Visitors Bureau Board Room

Presiding: Tom Morris, Chair

| Voting Members Present: | Scott Garrett  
Jan Grunewaldt  
Greg Jamison | Sara McMahon  
Thea Miller Ryan |
| Voting Members Absent: | Paul Hegg  
Tracy Kolb | Usha Parmar |
| Non-Voting Members Present: | Janet Brekke  
T.J. Nelson | Teri Schmidt |
| Non-Voting Members Absent: | | |
| Others Present: | Jason Ball  
Alex LeBlanc  
Krista Orsack | Nicole Peyton  
Kathie Puthoff  
Jackie Wentworth |

Chair Tom Morris called the meeting to order.

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

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

Approval of Minutes
Scott Garrett moved to approve the March 26, 2019 minutes. Second by Greg Jamison. Unanimous approval.

Financial Report
Teri Schmidt reviewed the April STR report noting the Year-to-Date increase of 5.6%. She also recapped the BID Tax revenues report. February was up 2.9% over last year at this time, while March was down. January was up 10.4%. Teri went on to review the May 31, 2019 financial report by line item. Teri noted that additional expenditures that have occurred since our last meeting are available for review. Teri also noted the following:
• Expenses are running normal for this time of year.
• We are currently working on next year’s budget. We agreed that ½ cost of the Strategic Plan would be paid this year and ¼ next year. We will be asking for a special BID Board meeting to review and approve the coming budget before it goes through its approval process prior to reaching the City.

Thea Miller Ryan moved to approve the financial report. Second by Jan Grunewaldt. Unanimous.

**BID Activity**

Teri distributed an article and recapped the change of city for the Governor’s Hunt from Pierre to Sioux Falls. It is to be held at the Denny Sanford PREMIER Center. Teri reiterated that the CVB did not go after that piece of business, but rather, was contacted directly by the Governor’s Office and was given the direction to see that the convention center was available for the event. Further discussion followed on the Governor’s Hunt and the benefit for the entire state.

Teri stated that Pheasant Fest will be held in Sioux Falls in 2021 although it has not yet been officially announced. Contracts are not yet signed, so this is confidential at this point. Pheasant Fest has asked us for an $18,000 sponsorship for the 2020 show. Teri asked for the Board’s input. The CVB will be in attendance at the 2020 show, and will ask our partners to join us again. Pheasant Fest knows we are not raising the $500,000 in support again for 2021. The event in Sioux Falls had 28,000 people in attendance with a $3.8 million economic impact, however, not as many room nights as we had expected. Thea noted it was great for our community. The dates will be February 19-21, 2021. Discussion followed on concerns Pheasant Fest may have with the Governor’s Hunt also occurring in Sioux Falls. Additional discussion determined that we will offer the $18,000 sponsorship for the 2020 Pheasant Fest noting that we no longer have the financial commitment for the 2021 convention.

Teri reported that the National Fireworks Association is asking for $20,000 to return to Sioux Falls. This group generated 350 rooms on peak night. Tom Morris noted that this is a summer event, at a time when we are already busy. Further group discussion determined we would not fulfill the $20,000 request.

Teri also noted the following:

• We will be revamping the Visitor Guide for next year.
• Teri recapped the sales and marketing analysis.
• Attendance for the Annual Luncheon was 1224. She added that she tried to book Chip & Joanna Gaines for next years meeting, however, they are no longer booking speaking engagements at this time. May 19 is the only available date at the Convention Center for next year, so that will be the date of the 2020 annual luncheon.

Director of Sales Alex LeBlanc reviewed booked and tentative business and leads since the March meeting. We have hosted 3 site visits and have 4 more scheduled between now and the beginning of August. Alex reviewed recently attended trade and travel shows and recapped the DC Sales Blitz. Alex announced that Sioux Falls was recently selected as the site for 2 conventions/events, however, they are still both confidential at this point.

Tourism Sales Manager Jackie Wentworth recapped the leisure traveler and motorcoach activity. She traveled in April to ABA (American Bus Association) and RMI (Rocky Mountain International) where she met with 42 international operators. The CVB, along with South Dakota Tourism, hosted an international FAM tour in Sioux Falls as well. Jackie spoke of additional Travel Media hostings and upcoming travel writers hostings. Jackie recently worked with the City of Sioux Falls to make parking available for loading and unloading of motorcoaches in downtown Sioux Falls. Appreciation was expressed to the City for working with the CVB.

Director of Marketing Krista Orsack reported on the following:
• The CVB was featured on KELO yesterday for hosting Brand USA. South Dakota Tourism and the CVB purchased the segment via Brand USA.
• Krista explained and distributed examples of advertising opportunities.
• She gave a Peak Season update noting that awareness is the key.
• The website RFP has gone out. Our current website is 4 years old. The RFP was sent to 16 businesses. Proposals will be reviewed the first week of August.
• Krista explained the Starbucks promotion and the efforts to gain new leads.

Teri stated that May attendance numbers at the Falls Park Visitor Information Center were down. Year-to-Date numbers haven’t been that low since 2014.

Election of Officers
Teri noted that we will be continuing the strategic plan this year and proposed that we keep the same officers for a second year to maintain consistency. Tom Morris, Sara McMahon and Scott Garrett agreed to stay on as officers for a second year. Thea Miller Ryan will continue as Immediate Past Chair. Greg Jamison motioned to keep officers the same for a second year. Second by Jan Grunewaldt. Unanimous.

Other Business
No additional business.

Public Comments
There were no public comments.

Adjournment
Tom Morris adjourned the meeting.

Respectfully submitted:

_________________________  _________________________
Kathie Puthoff            June 25, 2019
Name                      Date