



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes
 October 1, 2019
 Sioux Falls Convention & Visitors Bureau Board Room**

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

Chair Tom Morris called the meeting to order.

Approval of Agenda

No quorum was present to approve the agenda.

Approval of Minutes

No quorum was present to approve the minutes.

Financial Report

Teri Schmidt reviewed the August 31, 2019 financial report by line item. Teri added that we are currently showing a net income of \$95,000 which is 3% ahead of budget and 3% ahead of last year at this time. Due to the lag time in receiving the BID remittance to our office, we will not have a good picture of where we are sitting until December. At that time, we would like to present a suggested list of items that were originally cut from our budget and bring to the board as possible uses for that money. Teri added that we currently have \$381,835 in reserves. We would like to either have a meeting or email out to the board to decide whether we want to put some of the \$95,000 in reserves and/or some toward a specified budget. Tom Morris requested Teri get the reserve balance for the last 3 years to provide to the board.

Teri explained that a portion of the July BID Revenues have been received but not yet reflected on the BID Revenue Monthly Comparison report as there are likely additional revenues that come in each month and we wait until that is received in order to give a true report. Paul Hegg questioned the 60-day lag time in receiving the BID money from the City. Teri asked T.J. Nelson if he could check on speeding up the 60 days it takes for the CVB to receive the funds.

Paul also questioned the process it takes for the CVB to receive the BID money that has been collected by the hotels, as well as the Chamber's role with the CVB. Teri reviewed the process and discussion followed regarding the multiple steps the money goes through before it gets to the CVB. In addition, Teri reviewed the history and origination of the CVB.

Teri reviewed the STR Report for August.

There being no quorum, no approval of financials.

BID Activity

Director of Marketing Krista Orsack reviewed marketing efforts noting the following:

- The CVB is currently on pace to hit most of its goals for this year.
- Currently busy with shoulder campaign working with Click Rain and South Dakota Tourism.
- Working with 12 local craft breweries on new projects.
- Hoping to launch a new website in 2020.

Director of Sales Alex LeBlanc reviewed sales activity noting the following:

- The CVB has booked 26 pieces of business since we last met.
- Have flashed 36 pieces of business including 2 international and 6 national. Eighteen of these will be new pieces of business if they select Sioux Falls.
- Hosted 4 site visits.
- 12 organized hostings YTD.
- Sales Manager Jackie Wentworth is currently hosting 9 Chinese tour operators in coop efforts with South Dakota Tourism.
- Alex reviewed recently attended and upcoming trade show activity as well as tour bus bookings.

Janet Brekke asked about any comments received regarding the PGA golf tournament. Teri reported that as of yesterday hotel pick up reports show 689 room nights compared to just over 200 room nights last year. Teri also noted that SiouxperCon was in town this weekend and reports have been positive thus far.

Other Business

T.J. Nelson reported, per request from the last meeting on the 1% Bid Collections the City keeps for administrative purposes. The City requests this money stay in their funding as it does take employee time to process cash receipts for the BID.

Teri also reported that she did meet with Sara Maag, per Paul Hegg's request at the last meeting. Paul acknowledged the meeting had been held.

Public Comments

There were no public comments.

Adjournment

Tom Morris adjourned the meeting.

Respectfully submitted:

Kathie Puthoff
Name

October 1, 2019
Date