



Experience Sioux Falls
BID Board of Directors
Minutes
September 22, 2020
Experience Sioux Falls Board Room

Presiding:	Tom Morris, Chair	
Voting Members Present:	Jan Grunewaldt Paul Hegg Greg Jamison	Tracy Kolb Tom Morris
Voting Members Absent:	Scott Garrett Sara McMahon	Thea Miller Ryan Usha Parmar
Non-Voting Members Present:	Janet Brekke	Teri Schmidt
Non-Voting Members Absent:	Shawn Pritchett	
Others Present:	Krista Orsack Kathie Puthoff	Jackie Wentworth

Chair Tom Morris called the meeting to order at 11:40 AM.

Approval of Agenda

Tracy Kolb moved to approve the agenda. Second by Jan Grunewaldt. Unanimous approval.

Financial Report

Teri Schmidt stated that the BID Budget has been approved at every level except the Chamber Board, and they will approve on Wednesday.

Teri reviewed the STR Report noting both August and YTD statistics.

Teri stated that Super 8 on N. Cliff has permanently closed its doors.

Teri reported that we did lay off one staff person, so far, due to Covid/budget decrease, as was previously discussed.

Teri reviewed the August 31, 2020 financial report by line item, adding that we are doing everything we can to come in as close to budget as possible, but it looks like we will come in \$120,000 over with the two

budgets combined. We have been cutting where we can. The staff begins doing the office cleaning beginning October 1st, saving approximately \$8000.

Teri thanked Jan Grunewaldt and Frank Gurnick for attending the BID Budget hearing.

Paul Hegg moved to approve the financial report. Second by Tracy Kolb. Unanimous approval.

BID Activity

Teri noted the following:

- We will likely not print a new visitor guide for the coming year. We will continue to use the current supply.
- Attendance numbers at the Falls Park Visitor Information Center are down 10,779 compared to last year at this time. Sales are also down.
- Teri reviewed the number of groups serviced by month and year to date.
- Teri also reviewed pieces of business that were booked, definite, postponed due to COVID, and new business. We are currently working 45 pieces of business through 2025.
- Teri gave an overview of 2 recent site visits.
- The Sales & Service team will participate in a virtual sales blitz in November.
- Shawn Pritchett has said we will have new BID board members at our next meeting.
- The Hunters Welcome at the Airport will take place in October as planned.

Teri reviewed the new Sioux Falls Alive campaign. The plan is to come up with new creative events to get people (local people and regional) to events this fall/winter in Sioux Falls. A budget of \$225,000 has been given to ESF from the City for this campaign. ESF is now responsible for the marketing of Sioux Falls Alive. A press conference for Sioux Falls Alive will be held at ESF Council on Thursday of this week.

Jackie Wentworth, Sales Manager, reviewed the status of bus groups, leisure markets, lost and cancelled business and the efforts to regain this business. She explained ESF will be holding virtual site visits using virtual itineraries. ESF staff will participate in a virtual sales blitz/mini trade show in November.

Krista Orsack, Director of Marketing, reviewed the marketing report in today's packet. She reviewed the marketing side of the new Sioux Falls Alive campaign and presented two Sioux Falls Alive logos that will be used to market both locally and out of market.

Krista gave an update on the SPARK/Heat campaign which promoted staycations, etc. She added that local events will be the primary focus of this campaign, however, we will try to funnel these persons to our packages as well.

Krista reported on the following:

- Reviewed July, August and September social media efforts.
- New ESF website launching in October.
- Announced Brew Falls campaign.
- Reviewed upcoming new meeting planner guide.

Teri stated that Pheasant Fest is returning to Sioux Falls in February.

The Annual Luncheon is rescheduled for May 5, 2021. We are debating whether to hold the event or not. Our speaker is still contracted. Teri asked the board to think about it and we will be discussing it at our December meeting.

Approval of Minutes

Greg Jamison moved to approve the following minutes: July 28, 2020 and August 10, 2020. Second by Tracy Kolb. Unanimous approval.

Other Business

Greg Jamison shared people he has talked with from across the country, including California, love Governor Noem. If we can connect ourselves to her...there is value there. There is an interest of people wanting to move to Sioux Falls. Teri added that last week we received a video of her advocating for groups to bring their events here. Each community will have the same video, but customize it with their individual logos.

Public Comments

There were no public comments.

Adjournment

Paul Hegg motioned to adjourn the meeting. Second by Greg Jamison. Meeting adjourned.

The next regularly scheduled meeting is December 8, 2020.

Respectfully submitted:

_____ Kathie Puthoff
Name

_____ September 22, 2020
Date