



Experience Sioux Falls
BID Board of Directors
Minutes
June 22, 2021
Experience Sioux Falls Boardroom

Presiding:	Frank Gurnick, Chair	
Voting Members Present:	Matt Brunick Jan Grunewaldt Frank Gurnick Greg Jamison	Tracy Kolb Kyle Johnson Lynelle Jorgensen
Voting Members Absent:	Paul Hegg	Cindy Walsh
Non-Voting Members Present:	Janet Brekke Shawn Pritchett	Teri Schmidt
Non-Voting Members Absent:	Tom Morris	
Others Present:	Kathie Puthoff	

Chair Frank Gurnick called the meeting to order.

Approval of Agenda

Greg Jamison moved to approve the agenda. Second by Jan Grunewaldt. Unanimous.

Approval of Minutes

Jan Grunewaldt moved to approve the March and May minutes. Second by Kyle Johnson. Unanimous.

Financial Report

Teri Schmidt reviewed expenses since we last met. Teri reported on the following:

- Teri reviewed the STR report noting occupancy numbers and ADR with our competitive cities.
- ESF is currently working on next year's budget which will be presented to the BID Board for approval when complete. Revenue dollars are now coming in better than expected, so we are also writing a plan of how to use the anticipated dollars for sales and marketing.

Matt Brunick moved to approve the financial report. Second by Greg Jamison. Unanimous.

BID Activity

Teri reviewed the following:

- ESF invited hotels to participate in a virtual meeting with Bob Mundt from the Sioux Falls Development Foundation regarding workforce development. Bob offered a 2-page spread to hotels in an upcoming marketing piece that will advertise for people to move to Sioux Falls for employment. Teri presented the ad that was created.
- Marketing – digital views were the highest of any month since 2015.
- Teri reviewed booked and tentative business, leads and lost business.
- Thanks to all who participated in National Travel and Tourism Week.
- Bus tours are back and traveling. Jackie Wentworth is working with mystery tours and travel journalists as well.

Other Business

Teri stated that the BID and ESF Executive committees will meet today with two members of the Chamber Exec Committee and Jeff Griffin regarding ESF becoming an independent organization.

Public Comments

There were no public comments.

Adjournment

Greg Jamison motioned to adjourn the meeting. Second by Tracy Kolb. Unanimous. Meeting adjourned.

The next regularly scheduled meeting is September 28, 2021 at 11:30 am.

Respectfully submitted:

Kathie Puthoff
Name

June 22, 2021
Date