



Experience Sioux Falls
BID Board of Directors
Minutes
August 12, 2021
Experience Sioux Falls Board Room

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

Proposed 2021-2022 Budget

Teri Schmidt reviewed the proposed 2021-2022 BID Budget by line item. Krista Orsack reviewed the Digital Strategy and Sales Development – Advertising. Teri allowed time for Q & A.

Paul Hegg asked about the hotels with less than 40 rooms and why they are exempt from paying the BID tax. He requested we seek the option of adding the smaller properties to the BID. Teri stated that we will put that information together for review. (This is complete and decision to leave ordinance as is.)

Shawn Pritchett asked about the current surplus of revenues... is it being spent now or holding for the future. Teri stated it needs to be spent in the current budget year, and if it is not, it will go into reserves.

Jan Grunewaldt moved to approve the BID budget as presented today. Second by Greg Jamison. Unanimous approval.

Other Business

No other business.

Adjournment

The meeting adjourned.

The next regularly scheduled meeting is September 28, 2021.

Respectfully submitted:

Kathie Puthoff
Name

August 12, 2021
Date