



Experience Sioux Falls
BID Board of Directors
Minutes
September 28, 2021
Experience Sioux Falls Boardroom

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

Chair Frank Gurnick called the meeting to order.

Approval of Agenda

Greg Jamison moved to approve the agenda. Second by Paul Hegg. Unanimous.

Approval of Minutes

Matt Brunick moved to approve the June 22, 2021 minutes. Second by Paul Hegg. Unanimous.

Greg Jamison moved to approve the August 12, 2021 minutes. Second by Tracy Kolb. Unanimous.

Financial Report

Teri Schmidt reviewed the August 2021 financial report and August STR Report numbers. Tracy Kolb moved to approve the financial report. Second by Greg Jamison. Unanimous.

BID Activity

Teri reported on sales, service, and tourism efforts, as well as Falls Park Visitor Information Center visitations.

Krista Orsack reviewed the August marketing report and shared ads and new campaign materials, new video, and gave an overview and statistics on digital efforts.

Other Business

Teri reported on the following:

- Kyle Johnson has sold his hotel and has resigned his position on the BID Board, effective immediately.
- Teri reported that Cindy Walsh passed away so one ESF Executive position on the Board is open.
- Two ESF sales managers have resigned: 1 to become a realtor and the second to stay home with her new baby.

Discussion was held on ESF becoming an independent organization.

Public Comments

There were no public comments.

Adjournment

Paul Hegg motioned to adjourn the meeting. Second by Matt Brunick. Unanimous. Meeting adjourned.

The next regularly scheduled meeting is December 14, 2021 at 11:30 am.

Respectfully submitted:

Teri Schmidt
Name

September 28, 2021
Date