



Experience Sioux Falls
BID Board of Directors
Minutes
March 22, 2022
Experience Sioux Falls Boardroom

Presiding:	Frank Gurnick, Chair	
Voting Members Present:	Matt Brunick Jan Grunewaldt	Frank Gurnick Greg Jamison
Voting Members Absent:	Tracy Kolb Paul Hegg	
Non-Voting Members Present:	Janet Brekke Teri Schmidt	
Non-Voting Members Absent:	Tom Morris Shawn Pritchett	
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 of Minutes

Greg Jamison moved to approve the December 14, 2021 minutes. Second by Matt Brunick. Unanimous.

Financial Report

Teri Schmidt reviewed the February 28, 2021 Financial Report by line item. Matt Brunick moved to approve the financial report. Second by Greg Jamison. Unanimous.

BID Activity

Teri reported on the following:

- Reviewed the STR Report including occupancy rates and ADR compared to competitive set.
- Visitor Industry Luncheon is May 3, 2022.
- Visitor Information Center attendance numbers YTD are up compared to last year at this time.
- Reviewed Servicing Report.
- Sales Managers Jackie Wentworth and Patrick Daschel traveled to Omaha last week for Pheasant Fest. Jackie also traveled to ABA (American Bus Association) travel show in January – group tour business is beginning to come back. Jackie will be attending RMI (Rocky Mountain International) on May 17th and has 30 planned appointments.
- The new visitor guides are distributed. Request for guides is up 2190 over last year at this time.

- Teri reviewed booked, leads, tentative, definite, and lost business explaining the reasons for the loss.
- Golden Age Games are still planning to bring 500 people to Sioux Falls this summer.
- PRCA is creating a new national rodeo and we are hosting a site visit for this group next week.
- Teri gave an update on the bid for the President's Cup Soccer. Sioux Falls made the cut and it is between two cities. We will be notified of the decision in April or May.
- National Tourism Week (NTTW) activities:
 - Tuesday - Visitor Industry Luncheon - Lloyd is a \$15,000 sponsor.
 - Wednesday - SSDTA Literature Swap from 10AM to noon. Drop off is at Rude Transportation.
 - Wednesday afternoon - South Dakota Tourism's Hospitality Training. This event is free.
 - Thursday - hotel appreciation day. Experience Sioux Falls is bringing a treat to the hotels.
 - Friday - Sioux Falls Visitor Industry Celebration in the sculpture garden at the Washington Pavilion.
- ESF has three sales positions open to replace Erin DeWitt, Jill Niedringhaus and Patrick Daschel. One person has been hired.

Krista Orsack reviewed the February Marketing report. She also reported on the following:

- Kickturn Studio in partnership with Experience Sioux Falls, won a Silver Addy Award for an ESF video. We will also be submitting this video for an award through ESTO.
- Reviewed Sourced Box campaign.
- Winter campaign reviewed.
- Reviewed ideas for direct mail mailing.

Update: Transition to Independent Organization

Teri reported that ESF is still waiting for receipt of the 501c6 designation. It is unknown when we will receive it. We have established a new ESF Board of Directors. Teri gave a Master Reorganization update noting the status of detail items in the process. Everything is done except receiving the 501c6 designation. Teri will be reporting at the Chamber Board meeting tomorrow.

Other Business

Teri reviewed short term rentals noting that their numbers are increasing and although they do pay tax, they do not pay BID tax or Room tax. The Department of Revenue in Pierre says they do not have enough staff to deal with this. If we want to pursue this, then Teri will start digging for information. Janet Brekke would like to have Teri do some checking since this is in direct competition with the hotels. Frank Gurnick agreed. Janet reviewed the creating of the BID Tax and the hotels asking for this self-imposed tax.

Teri also reminded that we had over \$300,000 roll over from the last budget year. A plan will be written for the board's review.

Public Comments

There were no public comments.

Adjournment

Greg Jamison motioned to adjourn. Second by Jan Grunewaldt. Meeting adjourned.

The next regularly scheduled meeting is June 28, 2022 at 11:30 am.

Respectfully submitted:

Kathie Puthoff
Name

March 22, 2022
Date