



## Main Street Business Improvement District Board

Regular Meeting  
March 22, 2018, 4 p.m.  
Downtown Library—Conference Room

### Draft Minutes

The meeting was called to order at 4:03 p.m.

Members present: Lyle Pudwill (Chair), Dave Syverson, Cindy Palleschi, Dave Dandar, Tom Hurlbert and Anne Haber.

Members absent: None.

Staff present: Dustin Powers.

DTSF Inc. staff present: Joe Batcheller.

#### 1. **Approval of August 23, 2017, Meeting Minutes**

Motion by Syverson, second by Palleschi, to approve the August 23, 2017, meeting minutes. Motion passed: 6 yeses, 0 noes.

#### 2. **Public Input**

No public Input.

#### 3. **BID Budget Open House**

Board members were happy with the turn out to the budget open house. Hurlbert asked about the topic that was discussed about big projects downtown and if the BID is a vehicle for such a project. Batcheller responded that that is something the Board and property owners could consider, however, the current level of funds collected from the BID would not be able to fully fund many of the large projects that were discussed. Powers also stated that if in the future there was a decision to fund a larger project, discussions would have to occur about what happens to the services that are typically covered by the BID funds, such as the sidewalk sweeping and planters.

Board members also discussed ways which to get more input from the property owners as we move forward with future budgets and ordinance amendments. Batcheller and Powers indicated that a database is something that could be worked towards, however, is difficult as properties switch hands.

#### **4. 2018 BID Budget**

Batcheller indicated that not many changes have occurred since the Board had reviewed the draft budget, but based on some of the feedback from the survey and open house a few changes have been made. Batcheller indicated that the proposed budget does have a \$22,000 deficit but wanted to provide the budget with everything and see if there were areas that could be improved based on the Board's feedback.

Two new items in this year's budget are under economic development tools. The first addition was for 4 pedestrian counters that will be placed downtown and be able to provide data to the property owners and businesses of downtown to support growth. There was some discussion on the location of the counters. Batcheller responded that these would be placed mainly along Phillips Avenue to determine the effectiveness of the DTSF events, but could be moved around in the future. They capture pedestrian counts within a 15 foot radius. If they are effective, future counters could be purchased through the budget in future years. The second tool would be an economic dashboard with data specific to downtown.

Marketing is a major focus in this year's budget. Batcheller stated that the CVB does a great job on using their funds to target Sioux Falls and the funds being proposed in this budget will do the same thing but will target getting people to downtown. The marketing budget focuses on an activity guide, digital advertising, digital billboards, etc.

Batcheller indicated that if the Board wanted to get the budget back to even the marketing area would likely be the best area for change. Hurlbert recommended that the marketing budget be reduced by 25%, to get closer to a balanced budget. Powers indicated that this change would reduce the budget from \$194,110 to \$178,895

Motion by Pudwill, second by Haber to amend proposed budget by reducing the Marketing line by 25%. Motion passed: 6 yeses, 0 noes.

Motion by Pudwill, second by Haber to approve the 2018 Budget of \$178,895. Motion passed: 6 yeses, 0 noes.

#### **5. Other Business / Open Discussion**

Powers stated that staff will continue to work on scheduling some additional worksessions to discuss potential revisions to the ordinance.

#### **6. Adjourn**

Motion by Syverson, second by Hurlbert, to adjourn. Motion passed: 6 yeses, 0 noes. The meeting was adjourned at approximately 5:27 p.m.

**Proposed 2018 Business Improvement District Budget & Services**

Provided by Downtown Sioux Falls, Inc.

*Italicized text denotes new programs/services*

	<b>AMOUNT</b>
<b>Projected 2018 Collections from Assessment</b>	<b>\$172,272</b>
<b>Public Improvements</b>	
Clean & Green Team	
Direct personnel	\$23,520
Supplies	\$2,550
Storage	\$4,800
Landscaping	
Flowers	\$11,800
Spruce tips	\$5,495
Flower baskets	\$5,665
<i>Gateway banners (18 x \$350/unit)</i>	\$6,300
<i>Parking Wayfinding</i>	\$8,400
<b>Economic Development Tools</b>	
<i>Pedestrian Counters (4 @ \$3,500 each)</i>	\$14,000
<i>Economic Activity Database</i>	\$7,000
<b>Events</b>	
Moonlight Movies	
Direct Personnel (Event Manager 5% & seasonal staff 75%)	\$3,830
Supplies & Promotions	\$11,080
Parade of Lights	
Direct Personnel (Event Manager 10%)	\$4,060
Supplies & Promotions	\$7,100
<i>Event Grant Program</i>	\$5,000
<b>Marketing</b>	
<i>Activity Guide, Visitor Guide Ads, Digital Ads, Billboards</i>	\$45,645
Allocated Personnel	\$8,650
<b>Holiday Decorations</b>	
Supplies: lights + labor	\$4,000
<b>TOTAL BID EXPENDITURES</b>	<b>\$178,895</b>
Profit/Loss	-\$6,623