

## **Main Street Business Improvement District Board**

Friday, December 3, 2021

8:00 am

City Center, Room 110  
231 North Dakota Avenue  
Sioux Falls, SD

Draft Minutes

The meeting was called to order at 8:04 a.m.

Members present: Anne Haber, Anita Wetsch, Katrin Profilet, Dave Dandar, Darrell Schmith

Member absent: None.

Staff present: Dustin Powers

DTSF Inc. staff present: Joe Batcheller

### **1. Call to Order**

Dandar called the meeting to order.

### **2. Approval of August 19, 2021, Meeting Minutes**

Motion by Profilet, second by Schmith, to approve the August 19, 2021 meeting minutes. Motion passed: 5 yeases, 0 noes.

### **3. Public Input on Non-Agenda Items**

No public input was taken.

### **4. New Business**

#### **A. Update to BID Plan/Assessment Discussions**

Batcheller shared that the BID Steering Committee met in late October with the Consultants. The Steering Committee is made up of Schmith, Haber and Wetsch from the BID Board and Joe Kirby, Terri Schmidt, Jake Quasney, Tom Hurlbert and Anne Metli. The Consultants plan to do additional stakeholder outreach which will include a survey. The Steering Committee will review the survey results. The process is in three stages: outreach, plan development, and approval. Currently, the process is in the outreach phase, with the goal of the plan development to be completed in March 2022.

#### **B. 2022 BID Budget.**

Batcheller presented budget for 2022 that would remain substainally similar to the previous year's budget with some minor changes. All events have been removed from the budget, except for the Winter Events Grant. The pedestrian counters are no

longer reliable for data collection so a switch has been made to cell phone data which is much more reliable and provides greater diversity in how to use the data. The marketing budget has been reduced due to the events being removed from the budget and the move to more digital marketing. The higher costs in the Clean and Green portion of the budget is a result of raising wages to make the seasonal positions more desirable.

Haber and Dandar expressed appreciation for the level of holiday lights downtown. Batcheller indicated that the goal is to continue to expand the holiday decorations every year.

Motion by Schmith, second by Profilet, to approve the 2022 BID Budget. Motion passed: 5 yeses, 0 noes.

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

No other business.

#### **6. Adjourn**

Motion by Profilet, second by Haber, to adjourn. Motion passed: 5 yeses, 0 noes. The meeting was adjourned at approximately 8:55 a.m.