

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

Thursday, June 2, 2022

4:00 pm

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

### **Draft Minutes**

The meeting was called to order at 4:02 pm.

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

Member absent: None.

Staff present: Dustin Powers and Madeline Schwebach

DTSF Inc. staff present: Joe Batcheller

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

Dandar called the meeting to order.

#### **2. Approval of December 3, 2021, Meeting Minutes**

Motion by Schmith, second by Profilet, to approve the December 3, 2021 meeting minutes. Motion passed: 6 yeses, 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 DTSF has worked with consultants on the BID, and found that there is a deficiency in the budget for downtown Sioux Falls. As compared to other Midwest cities of similar sizes who collect \$1 million, Sioux Falls collects 20%, or \$200,000. The Consultants have been working to garner public input that will help facilitate the growth plan. They shared that in order to level up the BID, we need to provide services for properties and stakeholders. The Consultants surveyed 80 businesses and stakeholders who were asked to rank different services based on which ones they deem as important. Stakeholders want small capital projects, homeless outreach, more downtown gatherings, parking awareness/education, increased snow removal and retail business recruitment. Many different BID programs were presented, but the most prevalent was the idea of working with a 3<sup>rd</sup> party contractor to assist DTSF with the ramp up of additional services.

Batcheller presented a graph of the phasing plan that is divided into three phases:

Phase One (2023) will be the planning and design phase to coordinate efforts in each of the budget areas.

Phase Two (2024-2025) will be enhanced maintenance, safety, marketing and promotions

Phase Three (2026-2027): Retail and Business Development Initiatives

He also offered a table of assessment estimates for the phases based on select building valuations. The plan would remove assessment caps, and includes a voluntary contribution by the city.

The Consultants plan to schedule a public meeting on July 20th to share the BID Growth Plan with downtown stakeholders. The goal is to have the BID Plan ready for the BID Board consideration at the August Board meeting.

Schmith asked about interactive app that could assist with all types of marketing, is that something we have. Batcheller explained that we do have an app, but we would need to invest more funds to make it more impactful.

Profilet asked how the funding amounts were estimated. Batcheller indicated the funding levels were determined by the stakeholder engagement.

Wetsch emphasized the historical context and the importance of the plan; compared to other communities of the same size, Sioux Falls is behind in their development, so we have bigger steps to take to catch up.

Schmith explained that stakeholders want measurable/tangible benefits based on their level of investment. Need to share how this level of investment will maintain downtown's success.

#### **B. 2022 BID Assessment.**

Powers discussed meeting in August to present the BID Assessment.

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

No other business was discussed

#### **6. Adjourn**

Motion by Schmith, second by Profilet, to adjourn. Motion passed: 6 yeses, 0 noes. The meeting was adjourned at approximately 5:04 pm.