



Main Street Business Improvement District Board

Thursday, August 21, 2019

4:00 pm

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

Draft Minutes

The meeting was called to order at 4:10 p.m.

Members present: Tom Hurlbert (Chair), Anne Haber, Cindy Palleschi, Anita Wetsch, Katrin Profilet

Member absent: Dave Dandar

Staff present: Dustin Powers

DTSF Inc. staff present: Joe Batcheller, Steven Dahlmeier, Sadie Swier

1. Call to Order

Hurlbert called the meeting to order.

2. Agenda Approval

Motion by Wetsch to move Item 5.B. before Item 5.A., second by Palleschi, to amend the agenda. Motion passed: 5 yeses, 0 noes.

3. Approval of January 16, 2019, Meeting Minutes

Motion by Palleschi, second by Haber, to approve the January 16, 2019, meeting minutes. Motion passed: 5 yeses, 0 noes.

4. Public Input on Non-Agenda Items

No public Input.

5. New Business

B. Public Hearing on 2019 proposed BID levy.

i. Summary of BID Roll

Powers stated that the proposed BID roll was filed with the City Finance Department July 26, 2019, and a mailed notice was given to all property owners on the roll.

Powers stated the total assessment for the 2018 BID was \$172,819.92. The 2019 BID assessment totals \$178,062.81. There are 241 properties in 2019 paying to the BID assessment.

ii. **Summary of BID Activities for 2018**

Batcheller presented overview of programs that the BID Budget covers for 2019. Everything is on track with previous years, still a focus on marketing, example shared of the pocket guide for downtown customers and visitors. Holiday decorations and Parade of Lights still to come this fall, along with the winter event grant.

Batcheller shared that the City is going through a rebranding with community organizations with logos which DTSF is considering. The budget had funds dedicated to replacing street pole banners, but with the potential for logos to change Batcheller has not purchased the banners and would like to ask the board to split the funds from banners to holiday decorations and marketing.

Wetsch exited the meeting.

iii. **Public Input**

No input was received for the 2019 BID Levy.

Motion by Haber, second by Profilet, to formally recommend to the City Council approval of the 2019 BID assessment roll filed with the City Finance Department dated July 26, 2019. Motion passed: 4 yeses, 0 noes.

A. Summary of BID Focus Group

Batcheller summarized the BID Focus Group that was hosted on August 7, 2019. The attending stakeholders answered the following questions and summaries were provided:

Question 1: I have always wanted downtown Sioux Falls to have or to be...

1. A center for year-round activity: ice skating, events, museums;
2. A fully developed riverfront; and
3. A plan to enhance negative spaces with lighting, art, landscaping, etc.

Question 2: The community I want downtown Sioux to emulate and why?

1. San Antonio because of their Riverwalk;
2. Greenville, SC, because of how they embrace the river; and
3. LoDo in Denver and the North Loop in Minneapolis (historic buildings + housing)

Question 3: What new services/activities should the BID begin providing and why?

What should we stop doing?

1. Increase marketing efforts;
2. Expand beautification efforts beyond the core of downtown; and
3. Enhance the quality of the river.

Question 4: What are the barriers to implementing a shared vision for BID?

What's in the way of moving forward? How do we overcome these obstacles?

1. The assessment methodology has not been revised since the BID's inception;

2. A master plan for downtown and a strategy for the BID; and
3. Education and awareness about the value of downtown and the BID.

6. Other Business / Open Discussion

Next meeting will be sometime in October to discuss the 2020 Budget.

7. Adjourn

Motion by Palleschi, second by Haber, to adjourn. Motion passed: 4 yeases, 0 noes.
The meeting was adjourned at approximately 5:10 p.m.