



**Sioux Falls Convention & Visitors Bureau
BID Board of Directors
Minutes
June 15, 2011
Sioux Falls Convention & Visitors Bureau Board Room**

Presiding: Kraig Pomrenke, BID Board Chair

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| Voting Members Present: | Sara Bogdanov Jan Grunewaldt Lee Howell Karen Masterson | Mike Miller Shailesh Patel Chrissy Spoo Mark Wahlstrom |
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Voting Members Absent:

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| Non-Voting Members Present: | Teri Ellis Schmidt Jim Entenman, City Council |
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| Others Present: | Kenny Anderson, Jr, City Council Tom Bosch |
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The meeting was called to order by Chair Kraig Pomrenke. Kraig welcomed City Councilman Kenny Anderson, Jr.

Agenda

Mark Wahlstrom moved to approve the agenda. Sara Bogdanov seconded. Unanimous.

Minutes

Chrissy Spoo moved to approve the minutes as emailed and in today's binder. Lee Howell seconded. Unanimous.

Financial Report

Teri Ellis Schmidt reviewed the financial report dated 5-31-2011. She reviewed expenses to date by detailing, and in some cases, showing what the expenses consisted of. Schmidt also explained that she anticipates a possibility that not all BID income will be spent by September 30, 2011 due to the BID not actually commencing until January 2011 and that we missed being able to actually do some items because of missing due dates, i.e., trade and travel publication advertising. The

board then discussed being able to spend that money as part of next year's budget in order to complete items we were not able to accomplish, and agreed we should plan to do so.

Discussion was then held on how area flooding is affecting business in Sioux Falls. Some board members stated they are seeing some cancellations and a decline in normal walk-in business. The board discussed the need for Sioux Falls/CVB to let visitors know the city is not affected by flooding and is open for business. In order to accomplish this, the following steps were agreed upon: (1) Get info to I90 Rest Areas, (2) Put this message on the CVB website, including detour information, (3) Use social media avenues, (4) Email Sioux Falls hotels and attractions asking them to put a similar message on their websites, (5) Request Sioux Falls hotels to ask their regional hotels/offices to put the message out on their websites, (6) Purchase a regional newspaper buy as soon as possible, (7) CVB website add a landing page titled "Flooding 2011 Information", (8) Mike Cooper will get the information put on the City's website.

The discussion then reverted back to the CVB's new website which Teri had mentioned earlier in the financial report. Tom Bosch encouraged us to make sure the "Book It" button goes to the hotel/brand website and does not preload the travel agent number because of fees that could be assessed.

Teri also mentioned that she had been asked by Darrin Smith to survey cities for details on whether or not trolleys or busses are provided for transportation between facilities and local businesses. Jim Entenman added that the City is looking at possibilities for transporting people/visitors from locations such as the convention center, downtown, the mall, etc. Teri will forward a copy of the survey to Mike Cooper.

The question was asked as to how long it takes for the CVB to receive BID revenue from the City. Teri reported that room tax takes about 3 months and we anticipate BID revenue to be received within about a month to a month and a half.

A motion was made by Lee Howell to approve the financial report. Second by Mark Wahlstrom. Unanimous.

2011 BID Activity

The financial report covered the majority of the BID activity. Creating "entrances" to the City was discussed. The board felt it is important to work toward getting this done.....the banner project from the airport to Russell Avenue to the convention center complex was discussed as well.

Teri was then asked to explain the relationship between the Chamber and the CVB. She explained that the CVB was created by a partnership between the City of Sioux Falls and the Chamber and that, while funded separately, the CVB is a division of the Chamber. Board members expressed the need for the CVB to establish an increased identity, especially in lieu of the BID revenue being collected. The board discussed that the CVB needs to now have their own checks so that businesses, whether local or national, know that the Sioux Falls CVB exists and that the CVB is reinvesting the dollars collected from room tax and BID tax to further the visitor industry in Sioux Falls. Membership was also discussed but it was clearly stated that the CVB does not want to become a membership bureau, making many businesses choose between being a member of the Chamber or the CVB. Building signage was also discussed as a necessary goal for the CVB. Teri asked for clarification that the intent is not for the CVB to break away from the Chamber, which was confirmed by the board. Chrissy Spoo made a motion

recommending the CVB establish its own identity in order to achieve identity differentiation from the Chamber and move forward with efforts to establish a CVB identity, to include but not limited to CVB check blanks and building signage. Lee Howell seconded. Unanimous.

Suggestions were made that the CVB invest in flip cameras for bid/meeting planner gifts rather than recorders; that CVB talk with Shell, Poet, etc., to partner with CVB/hotels on the proposed "Pump It Up" campaign and that a 2-night stay be the minimum in order to receive a gas card.

2011-2012 BID Budget

Teri presented the 2011-2012 BID budget. Further suggestions included Smart phones as a must; promote all Sioux Falls parks, including on CVB website; invest in Falls Park signage promoting and communicating how to get there; possibility of Blood Run project moving forward. Teri was also asked how we sell to local contacts. She explained Target Market Luncheons and how they have worked in the past. Sara Bogdanov moved approval of the 2011-2012 budget. Shailesh Patel seconded. Unanimous.

Proposed Event Center Discussion

Jim Entenman reviewed the past month's proposed event center activity. Mike Cooper stated that on June 27 the Council will receive the proposed funding package as a part of the 5-year CIP plan. In August, the Council will set a special election date for November 2011. Board discussion included the need for a coordinated plan and unified Council so that an election such as the Drake Springs pool election doesn't happen again.

Teri reviewed the request from Mike Knuth, Public Affairs Co., who is being retained to coordinate the campaign for the events center, for a \$5000.00 investment from the CVB. Jim Entenman stated that a campaign committee will be formed. The Board questioned whether they should pass a resolution supporting the events center be completed and/or should they wait for a financing plan. It was pointed out that the events center fits into our mission and everyone agreed it does. There was also a feeling that we need to move forward now in order to work toward a positive education campaign. Shailesh Patel moved that the CVB BID invest \$5000 now and up to \$10,000 total in the future, which could be decided at the next BID Board meeting. Karen Masterson seconded. Unanimous.

The board requested that Mike Knuth attend the next BID Board meeting to review campaign activities.

Mark Wahlstrom moved that the BID Board states its support of the Mayor and City Council in moving forward with the Events Center at the Arena/Convention Center location. Second by Chrissy Spoo. Unanimous.

Teri invited the BID Board to CVB Council on Thursday to hear Mark Cotter's presentation on the events center. Anyone interested is asked to RSVP to Kathie at 373-2030 or kputhoff@siouxfalls.com.

Other Business

The Board agreed we will meet on the 3rd Wednesday at 7:30am in the months of March, June, September, and December. The next meeting will be September 21, 2011 at 7:30am at the CVB office. All BID hotels will now receive meeting notices.

Chrissy Spoo moved the meeting adjourn. Mark Wahlstrom seconded. Unanimous.

There being no further business, the meeting was adjourned.

Respectfully submitted:

Teri Ellis Schmidt
Name

June 15, 2011
Date