



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes
 June 10, 2015
 Sioux Falls Convention & Visitors Bureau Board Room**

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| Presiding: | Shailesh Patel | |
| Voting Members Present: | Scott Garrett Jean Housing Thea Miller Ryan | Char Roth Mark Wahlstrom Steve Westra |
| Voting Members Absent: | Randy Huber Jolene Matheson | |
| Non-Voting Members Present: | Rex Rolfing Teri Schmidt | |
| Non-Voting Members Absent: | Tracy Turbak | |
| Others Present: | Kathie Puthoff Sam Williams | |

Chair Shailesh Patel called the meeting to order at 7:30 am. A set of today's enclosures are provided on the front counter and are available for review.

Agenda

Char Roth moved to approve the regular agenda. Second by Thea Miller Ryan. Unanimous approval. Motion passed.

Minutes

Char Roth motioned to approve the April 21, 2015 minutes. Second by Jean Hoelsing. Unanimous approval. Motion passed.

Election of Officers

Teri Schmidt noted that per the bylaws, every July we must elect officers. We do not meet in July, so we will elect officers today. Those newly elected people will take over in July for a one-year term.

Shailesh Patel called for nominations.

- Char Roth nominated Thea Miller Ryan for Chair. Second by Mark Wahlstrom. Unanimous approval. Motion passed.

- Thea Miller Ryan nominated Char Roth for Vice-Chair. Second by Mark Wahlstrom. Unanimous approval. Motion passed.
- Shailesh Patel nominated Steve Westra for Secretary. Second by Thea Miller Ryan. Unanimous approval. Motion passed.

Teri reminded that these people will take over as of July 1, 2015.

Financial Report

Teri Schmidt reported that BID revenue is currently up \$44,000 over last year at this time. Both Summit League Tournament and PBR Bull Riding gave a push to room nights in March. These will take place next year in March as well. Teri reviewed the 4/30/15 financial report:

Teri reminded that at the last meeting, the board instructed her to write a supplemental budget for the \$136,521 overage from last year.

In reference to the fast pace CVB is faced with in making many decisions, Teri reviewed an example of a recent advertising opportunity that was received, explaining that with the very quick turnaround time of only 2 days, we did not do this opportunity due to the necessary Board approval. It's difficult to call a Board meeting every other day with new opportunities as they arise. These opportunities come nearly every day and Teri is concerned about contacting the Board for approval on a constant basis.

Shailesh asked if we can do a slush fund to allow these opportunities as they arrive. Thea Miller Ryan noted that we need to trust that Teri is doing the best thing to get the job accomplished. Rex asked if Thea is suggesting we just allow Teri to go ahead without approval. Jean Hoelsing noted that we, the Board, are still responsible for this money, so we should help with the decisions, however there should be some leeway...perhaps an area in the budget. Teri recognized that the Board is responsible, and she is responsible too, so needs to know how the Board wants to handle it. Steve Westra said we need a discretionary threshold and if the Board doesn't like the decisions, then we need to address that. Rex recapped saying perhaps we give use of \$5000 or \$10,000 each month and then Teri reports back at the next meeting and if we don't like how it was spent, we'll let you know and give you some guidance. These items would be placed in the budget under the line items where they actually belong. Scott Garrett added that maybe we say \$10,000 for the line item, or \$50,000 in the aggregate...and for anything more than that in each quarter would need board approval. Teri asked what if an item cost \$22,000. Can we take that from the \$50,000? The board stated No to that. Steve asked if we can have Teri call the chair between meetings? Thea said she would prefer at least the Executive Committee be contacted but also noted that some ads, for example, AAA TourBook cost between \$12,000-\$16,000. Just an example of something that would not fall into the \$10,000 limit. Teri added that the Chicago Bears are looking to us for advertising. Cost would be \$18,000-\$20,000. Mark Wahlstrom noted we haven't talked about income. If we were sure we were never going to have a downturn in the market that would be ok. Steve Westra stated we shouldn't be a board that micromanages. If we put stranglehold on Teri and then miss opportunities, we have no one to blame but ourselves.

People asked about doing meetings by email or phone calls. Teri noted that per the bylaws, we are not allowed to do voting by email or phone. Shailesh added that Sioux Falls is growing and we need to allow some leeway for Teri, so she can take care of business. Char Roth asked, referring to the supplemental budget of \$136,521, if the CVB has previously spent \$80,000, can we go back and apply it here? Teri reminded that as of today we are \$44,000 ahead of budget

revenue for the year...and whatever extra comes in the remainder of the year. Teri has put together a plan for those funds.

Steve noted that in reviewing the bylaws there must always be a 2-day notice for a board meeting. So, for example, for the last opportunity that Teri talked about, with a 2-day turnaround, that would not have allowed enough time for a board meeting to obtain approval.

Teri reviewed the line items of the proposed Supplemental budget.

Mark Wahlstrom asked if we can take this supplemental budget and add the \$44,000 to it and go back and approve for a discretionary fund. Then when we approve, we will have given Teri permission to spend at her discretion.

Teri explained that the City has requested the 2015-2016 budget by July 31st. Jean asked if we can email the budget to board members before the next meeting so they have a chance to review. Char requested last year's budget to be included as well so they can be compared. Teri said we would email the budgets when they are complete.

Steve Westra motioned to approve the Financial Report. Mark Wahlstrom seconded the motion. Unanimous. Motion passed.

Mark Wahlstrom moved to amend the supplemental budget to add the \$44,000 to it with an expense line for opportunities. Add to the income side as well as the expense side. Teri reminded that the \$44,000 only goes through April YTD. If income continues to come at an increased level we may need to call a special meeting for another supplemental budget. All agreed.

Jean seconded the motion. Unanimous approval. Motion passed.

Teri added that with next year's budget we will also be coming in with a supplemental plan, that we can review and hopefully approve, so if we have surplus budget we will be ahead of the game with a plan. Teri noted that City Hall sets the budget based on what they think the tax will generate.

BID Activity

Teri highlighted the following activity:

- 20 buses in Washington, DC have been "wrapped" to promote Sioux Falls and will coincide with the CVB's Sales Blitz in DC next week.
- Teri announced, confidentially, that Sioux Falls won the bid for the Catholic Daughters and will hold their national convention here in July 2018.
- The Great Race has chosen Sioux Falls for their 2016 event.
- 26 new pieces of business have been secured since we last met, including the Bowhunters Annual Convention.
- The CVB's new updated website has launched.
- Teri noted South Dakota Tourism is representing Sioux Falls more on their tradeshow banners and sales efforts.
- The CVB hosted a StupidDope.com travel writer recently and is receiving excellent exposure via Sioux Falls videos on their website.

- Teri distributed and reviewed several handouts and ads.

Steve Westra asked Teri what was included on her “wish list” for the CVB? Teri’s list included:

- Have a consistent presence in national trade and travel publications.
- Continue our increased social media presence.
- More high level sales blitzes including Minneapolis and Des Moines, etc.
- Additional bus wraps, including Summer season wraps in Sioux Falls.
- Additional hostings...including local business people in the hostings.
- We need to incent more. We need to put cash into the bidding process.
- A visitor information center located at I-29 & I-90.

Steve added that we have to think how we can empower Teri to get these things done. Mark noted that we need to continue to go for opportunities that we never could do before (without the BID money).

Other Business

Discussion followed on 2016 meeting dates and it was decided to keep the meetings in the months they are currently held.

Discussion also followed on a date for a special meeting to review next year’s proposed budget prior to it being presented at the Chamber’s Budget & Finance Committee and the Chamber Board, before being turned in to the City on July 31st. The budget will be presented to City Council on September 1st at the 4:00pm Briefing and the regular City Council meeting at 7:00pm. BID Board Members are welcome to attend as well.

The next meeting will be July 14, 2015, 11:30-1:00pm to review the new budget.

Announcements

Thea Miller Ryan reminded all to go see the new SculptureWalk.

Adjournment

Shailesh Patel adjourned the meeting.

Respectfully submitted:

Kathie Puthoff
Name

June 10, 2015
Date