



**Sioux Falls Convention & Visitors Bureau**  
**BID Board of Directors**  
**Minutes – Special Meeting**  
**September 7, 2018**  
**Sioux Falls Convention & Visitors Bureau Board Room**

<b>Presiding:</b>	Thea Miller Ryan, Chair	
<b>Voting Members Present:</b>	Scott Garrett Jean Hoelsing Tracy Kolb Sara McMahon	Tom Morris Usha Parmar Paul Schiller Steve Westra
<b>Voting Members Absent:</b>		
<b>Non-Voting Members Present:</b>	T.J. Nelson Teri Schmidt	
<b>Non-Voting Members Absent:</b>	Janet Brekke	
<b>Others Present:</b>	Alan Benson Ted Hilleson Krista Orsack	Kathie Puthoff Natalie (AGP Studios)

Chair Thea Miller Ryan called the meeting to order.

**Approval of Agenda**

Steve Westra moved to approve the agenda. Second by Sara McMahon. Unanimous approval.

As is required in the bylaws, there is a copy of today's handouts available on the back counter.

**Proposed 2018-2019 Budget**

Teri Schmidt reviewed the proposed 2018-2019 BID Budget. She stated that the City proposed a BID revenue of \$2,274,692, however, based on history and forecasted sales, we have decreased that amount to \$1,885,000 which we feel is a more realistic number. Teri reviewed budget by line item. Krista Orsack reviewed the Sales Development – Advertising category, breaking down the digital strategy by line item. Steve Westra asked about coop opportunities with South Dakota Tourism. Krista explained that we are participating in those coops, however, they are budgeted in the CVB Budget rather than the BID budget. Teri explained that some partnerships with South Dakota Tourism have changed, and they now require us to use their agency for the creative we do with them. We have a person in-house that can do the creative but in order to coop with South Dakota Tourism we have to respect their rules!

Steve questioned why we allocate 75% of Administrative costs to the BID Budget. Teri explained that it was a discussion of past BID boards and it was determined that they wanted to have 75% of

administrative cost on BID side of budget. Steve, Tom Morris and Scott Garrett all expressed concerns at the 75% number noting it leaves less dollars for marketing efforts on the BID side.

Steve Westra motioned to approve the budget as presented on the premise that we change the 75% Bid Allocation to 2/3 BID side and 1/3 CVB side for administrative costs. Second by Tom Morris. Tom Morris made a substitute motion to approve the budget as presented on the premise that we change the BID allocation amount from 75% to 2/3 BID side and 1/3 CVB side of the administrative costs, and that the reduction in administrative fees, which will amount to approximately \$100,000, will be absorbed in marketing dollars that are associated with the BID. Second by Steve Westra. Unanimous approval.

Paul Schiller motioned that we continue these same percentages (2/3 BID, 1/3 CVB) into next years budget. Second by Steve Westra. Unanimous approval.

**Other Business**

There was no other business.

**Public Comments**

There were no public comments.

**Adjournment**

Tom Morris moved to adjourn the meeting. Second by Steve Westra. Meeting Adjourned.

Respectfully submitted:

\_\_\_\_\_ Kathie Puthoff

Name

\_\_\_\_\_ September 7, 2018

Date