



**Sioux Falls Convention & Visitors Bureau
 BID Board of Directors
 Minutes**

January 14, 2020

Sioux Falls Convention & Visitors Bureau Board Room

Presiding:	Tom Morris, Chair	
Voting Members Present:	Jan Grunewaldt Tracy Kolb	Thea Miller Ryan
Voting Members Absent:	Scott Garrett Paul Hegg Greg Jamison	Sara McMahon Usha Parmar
Non-Voting Members Present:	Janet Brekke	Teri Schmidt
Non-Voting Members Absent:	T.J. Nelson	
Others Present:	Alex LeBlanc Krista Orsack	Kathie Puthoff Cindy Walsh

Chair Tom Morris called the meeting to order at 7:40 AM although no quorum is present.

Teri reviewed Board Terms noting that some terms expire in April 2020.

Approval of Agenda

No quorum was present to approve the agenda.

Approval of Minutes

No quorum was present to approve the minutes.

Financial Report

Teri Schmidt reviewed the most current BID Revenue Monthly Comparison Reports showing receipts through October 2019. Teri noted the YTD 18-19 totals compared to 17-18 showed we did come in \$29,630 over the previous year. This equates to 14,815 room nights sold ahead of last year. Teri noted that room tax also came in higher for October and YTD came in \$14,008 over last year. Teri noted the November 30, 2019 financial report in the binders are the most current available as of today. Teri highlighted expenses spent since October 1st which was our last meeting. The Chamber audit for last year is expected to be done and available this Friday. It appears that we should be coming out a bit ahead on the BID budget.

As per Tom Morris' request at our last meeting, Teri provided and reviewed the most recent 3 years of Bid reserves. Tom Morris asked for the following:

- Pull the audited financial statement from 2018 and send out to board members and when the 2019 is available, send that out as well so they can do a side by side comparison.
- Who does the audit?
- It would be beneficial to give the info to the board before the next meeting and also beneficial to have Joan Bartling come to the next meeting to review.

Teri asked if there are any new concerns with the CVB becoming independent and there were none.

There being no quorum, no approval of financials.

BID Activity

Teri reported that Director of Sales Alex LeBlanc has researched sales training for our sales staff. Our national organization is not offering what we believe is necessary, so we are bringing in our own trainer February 25-26 to train CVB sales staff, and then will offer 2 additional days of training that will be open to our industry hotel/Sioux Falls Convention Center partners. The cost for hotelier training will be \$200 for 1 day or \$300 for 2 days. Information will be mailed today to our partners. We need a minimum of 10 persons to participate in the hotelier training.

The Visitor Guide this year will have an entirely new look. It normally comes out mid-February, but will be delayed approximately 2 weeks due to the name change for the CVB. Somebody currently owns the domain and the CVB is trying to obtain it. Teri asked for input on what we should do if the person will not give or sell to us. Discussion followed on what we may be willing to pay for the domain. Suggestions ranged from \$2000 to \$5000. Tom Morris said we should negotiate and try \$2000-\$3000. Teri added that the Executive Committees have already discussed it and if the person won't negotiate, we will go to VisitSiouxFalls. Tom Morris agreed.

Director of Marketing Krista Orsack reviewed marketing efforts noting the following:

- Reviewed social media stats.
- Shoulder season goals.
- Winter season goals have already been met.
- Planner guide needs to be updates. Working on new 80-90 page planner guide. Will print fewer but will also be available in downloads.
- Finalizing researching brand.
- New craft beer ale trail – hoping to go live in May.
- Peak Season Campaign – 2 phases.
- Photo and video planning.
- Repurposing the videos has helped our organic reach.

Director of Sales Alex LeBlanc reviewed sales activity noting the following:

- Reviewed booked business, sales flashes and lost business since October 1st.
- We have serviced 27 pieces of business.
- Reviewed site visits we have hosted and upcoming site visits.
- Reviewed recent and upcoming trade and travel show travels.
- Reviewed upcoming site visits.
- Next week the Kennedy Center students will be coming to Sioux Falls. 1500 students coming for the 2nd year in a row. Hoping to get on the 3-year rotation for this piece of business.

Other Business

Janet Brekke noted that Channel 16 is looking for programming opportunities. Perhaps Teri should talk to the Mayor regarding programs that would welcome groups when they are in town.....come up with info to be a welcoming community. Teri will speak to the Mayor.

The next meeting is scheduled for March 24, 2020. Discussion followed on lack of quorum today. We will schedule the next meeting for 11:30 am and see if this time works better for board members.

Public Comments

There were no public comments.

Adjournment

Tom Morris adjourned the meeting.

Respectfully submitted:

Kathie Puthoff
Name

January 14, 2020
Date