



**Experience Sioux Falls**  
**BID Board of Directors**  
**Minutes**  
**March 23, 2021**  
**Hilton Garden Inn Downtown**

<b>Presiding:</b>	Frank Gurnick, Chair	
<b>Voting Members Present:</b>	Jan Grunewaldt Frank Gurnick Paul Hegg Greg Jamison	Tracy Kolb Kyle Johnson Lynelle Jorgensen
<b>Voting Members Absent:</b>	Matt Brunick	Cindy Walsh
<b>Non-Voting Members Present:</b>	Tom Morris Shawn Pritchett	Teri Schmidt
<b>Non-Voting Members Absent:</b>	Janet Brekke	
<b>Others Present:</b>	Krista Orsack Kathie Puthoff	Jackie Wentworth

Chair Frank Gurnick called the meeting to order.

**Approval of Agenda**

Tracy Kolb motioned to amend the agenda to move Shawn Pritchett from item #6 to item #4 since he needs to leave early. Second by Jan Grunwaldt. Unanimous. Greg Jamison moved to approve the amended agenda. Second by Jan Grunewaldt. Unanimous.

**Approval of Minutes**

Greg Jamison moved to approve the December minutes. Second by Tracy Kolb. Unanimous.

**BID Board Format Updates/Changes**

Shawn Pritchett reviewed the Proposed Revisions to the BID Ordinance provided today as was previously discussed at the December 8, 2020 meeting. Paul Hegg moved to approve the Proposed Revisions as reviewed by Shawn. Second by Lynelle Jorgensen. Unanimous.

**Financial Report**

Teri Schmidt reviewed expenses since we last met. Teri reported on the following:

- Some repeat business groups are asking for financial assistance/sponsorships. Some are agreed to depending on room nights and likelihood of them returning.
- Expenses for BID and room tax are \$93,000 net revenue over expenses. Both are ahead of budget right now, but behind last year at this time.
- Teri reviewed the STR report noting occupancy and ADR with our competitive cities. Year-to-date we have 18,000 fewer rooms sold.
- We are still being cautious with the budget, but are hoping for a strong summer.

Greg Jamison moved to approve the financial report. Second by Jan Grunewaldt. Unanimous.

### **BID Activity**

Teri reviewed the following:

- Booked room nights.
- Falls Park visitor numbers.
- Article on airport increasing flights involving financial assistance. Teri noted there was a bill in the legislature that was sponsored by Greg Jamison and Blake Curd. Thanks was extended to Greg.
- You will be receiving invitations to an industry breakfast on May 5.
- Several articles in packet for your review.
- National Travel & Tourism Week is May 2-8, 2021. There is a schedule in your packet of activities for the week.
- Teri asked if there was any discussion on the non-transgender bill currently in the news. Teri and Jeff Griffin with the Chamber co-signed a letter to the Governor. The SD CVB's Association also sent her a letter requesting her reconsideration of the bill. Greg Jamison gave comments from the legislative standpoint. Teri added that this is not just about sports, but also conventions and meetings.

Tourism Sales Manager Jackie Wentworth reviewed National Travel and Tourism Week activities and encouraged participation in the customer service training participation. Jackie also noted the Eastern South Dakota Literature Swap on May 6<sup>th</sup> is important. South Dakota Tourism is covering the cost to get your literature to the state Welcome Centers. Jackie also commented on the following:

- Gearing up for group tour sales.
- Jackie participated in a virtual sales blitz in December.
- Reviewed mystery group tour business.
- Jackie reviewed the Glossier fig flavored lip balm project recently used in a promotion targeted toward meeting planners.
- Jackie noted that although we have not been able to travel to shows, we have been participating virtually when we have the opportunity.

Director of Sales Krista Orsack presented the new Meeting Planners Guide. A limited number of copies were printed as it will be primarily used digitally. Digital also allows for us to make necessary updates as information changes. Krista reviewed website metrics. The Peak campaign launched March 1<sup>st</sup> with the message being sensitive to the COVID situation pertaining to travel. Krista added that we are promoting our brewery app. You can download the brewery app, check in and claim your brewery t-shirt at the Falls Park Visitor Information Center.

Teri added that since national conventions are not currently booking, we will also be targeting regional groups more aggressively.

### **Other Business**

There was no Other Business.

### **Public Comments**

There were no public comments.

**Adjournment**

Greg Jamison motioned to adjourn the meeting. Second by Paul Hegg. Unanimous. Meeting adjourned. The next regularly scheduled meeting is June 22, 2021 at 11:30 am.

Respectfully submitted:

Kathie Puthoff  
Name

March 23, 2021  
Date