



Experience Sioux Falls
BID Board of Directors
Minutes
August 11, 2022
Experience Sioux Falls Boardroom

Presiding:	Frank Gurnick, Chair	
Voting Members Present:	Matt Brunick Frank Gurnick Paul Hegg	Greg Jamison Tracy Kolb
Voting Members Absent:	Jan Grunewaldt	
Non-Voting Members Present:	Sarah Cole Tom Morris	Shawn Pritchett Teri Schmidt
Non-Voting Members Absent:		
Others Present:	Krista Orsack Kathie Puthoff	Katie Roney

Chair Frank Gurnick called the meeting to order and extended welcome to guests. Welcome to Sarah Cole, newly appointed City Council liaison to the BID Board.

Approval of Agenda

Matt Brunick moved to approve the agenda. Second by Greg Jamison. Unanimous.

Approval of Minutes

Tracy Kolb moved to approve the June 28, 2022 minutes. Second by Greg Jamison. Unanimous.

Proposed BID Bylaws

Shawn Pritchett distributed and reviewed the updated and revised BID Board Bylaws which recognizes and is reflective of Experience Sioux Falls as an independent and separate entity. The Bylaws specify Experience Sioux Falls as the Destination Marketing Organization for the City of Sioux Falls. Shawn noted the following changes:

- The Board can now have two members from one ownership group.
- Board members can serve two full terms instead of two terms, which previously included partial terms.
- Experience Sioux Falls will be required to have a yearly audit. An audit will be performed through September of this year as part of the Chamber's audit. ESF is not required to have a 4th quarter audit as it will roll into the 2022 12-month plus 4th quarter for next year's audit.

Teri Schmidt reminded that these revisions were discussed at a previous meeting.

Greg Jamison motioned to approve the proposed bylaw changes. Second by Tracy Kolb. Unanimous.

Financial Report

The June 30, 2022 is provided in the packet.

Proposed BID Budgets

Shawn Pritchett stated that the BID portion of the budget requires Council approval. He explained that previously the Chamber's fiscal year ended September 30th. With ESF becoming independent, there will be need for a 4th Quarter budget and 2023 budget. ESF's BID budgets will go before the City Council on September 6th seeking approval. Shawn further explained that this BID Board will also have to approve a September 2022 budget but that no other entities need to approve that budget. We still have revenues coming in during the transition as well. The budget will be much clearer once ESF is on the City budget year.

Teri Schmidt reviewed the following budgets:

- September 2022 BID Budget
- 4th Quarter 2022 BID Budget
- 2023 Budget BID Budget

Financial Requests

1. Teri reviewed a request for sponsorship for the "Governor's Cup" Rodeo Event coming to Sioux Falls in 2023 and asked if the Board wants us to invest at this level. Paul Hegg asked if they are expecting \$20,000? \$50,000? Tom Morris suggested we base it on what we have given to PBR (Professional Bull Riders) in the past, possibly \$25,000ish. We could treat them the same. Paul Hegg motioned that we give similar amount to "Governor's Cup" Rodeo Event in September 2023 that we have given to PBR in the past. Second by Greg Jamison. Unanimous.
2. Pheasant Fest is asking for an \$18,000 sponsorship from the 2023 budget as event takes place in February 2023. We have included that in the 2023 budget. Does the Board approve this request? Greg Jamison motioned to approve the \$18,000 sponsorship to Pheasant Fest 2023. Second by Matt Brunick. Unanimous approval.
3. Teri reported that ESF committed \$2500 to the 2022 Governor's Hunt in a partnership with Sioux Falls Development Foundation and Greater Sioux Falls Chamber of Commerce. Teri noted that they may be asking for more.

Tracy Kolb moved to approve all three budgets as presented. Second by Greg Jamison. Unanimous.

Update: Transition to Independent Organization

Teri Schmidt reported that ESF staff participated in a recent webinar by Homeland Security. It reported the worst office setting, in regard to safety, is one with glass windows and doors, which is what we have. The building has two security cameras and Sioux Merchant Patrol monitors our building during evenings, however, beyond that we are on our own. We will review further and may be back at some point to say we need to make changes to our space.

BID Activity

Matt Brunick asked about the status of the National Square Dance Convention that was discussed at the previous meeting. Teri advised that they are no longer considering Sioux Falls after receiving our final offer.

Other Business

There was no new business.

Public Comments

No public comments

Adjournment

Matt Brunick motioned to adjourn. Second by Greg Jamison. Meeting adjourned.

The next regularly scheduled meeting is ~~December 13, 2022 at 11:30 am.~~ (This meeting has since been moved to November 3, 2022 at 8:00 AM)

Respectfully submitted:

Kathie Puthoff
Name

August 11, 2022
Date