

## AGENDA

### PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8:30 a.m. Wednesday, January 18, 2023

CHAMBER BOARD ROOM  
800 W. Dakota Ave. Pierre, SD 57501

*The goal of the Pierre BID No. 1 is to help Pierre improve its ability to attract visitors who will patronize the local lodging industry.*

1. Adopt Agenda
2. Approve 10/19/22 Meeting Minutes
3. Term Renewals – Beck, Kessler
4. Budget and Revenue Update – Jim Protexter
  - YMCA Project Update
  - Small Grant Authorizing Budget - \$7,500
  - STR Report Contract - \$3,080
  - Pierre Chamber Organic Social Media/Email Three-Year Contract - \$15,000
  - Sport Shows – Volunteer Reimbursement Agreement, Annual Approvals in July
5. Public Facilities Applications: None
6. Marketing & Events Applications: Lake Sharpe Showdown – Clarissia Drefs
7. Marketing – Tia Kafka, Micah Honeywell
  - a. SD Coop Tiers vs DRG OTT and Connected TV Streaming – Micah Honeywell
  - b. SD Tourism Coop Shoulder/Peak Season Update
  - c. Update On Proposals To Amend Occupancy Tax Rate
  - d. Small Grants
    - i. None
8. 2023 Meeting Dates - April 19 (Beck Unavailable)
  - July 19
  - October 18

**Dialogue/Correspondence**

**Motion to adjourn**