

AGENDA

PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 BOARD OF DIRECTORS MEETING

8:30 a.m. Wednesday, July 20, 2022

**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 4/20/22 Regular Meeting Minutes
3. Budget and Revenue Update – Jim Protexter
4. 2023 Budget Recommendation
5. Public Facilities Applications: Pheasants Forever – Jeff & Arnie Gutenkauf
6. Marketing & Events Applications: Horse Nations Indian Relay – Calvin Ghost Bear
7. Pierre Chamber full page ad for visitor guide \$1,325 (Tia)
8. Marketing – Tia Kafka
 - a. Organic Social Media/Email Marketing Contract
 - b. SD Tourism Coop Peak/Shoulder Season Update
 - c. 2023 SD Tourism Coop Restructuring
 - i. Budget Approval for 2023 - \$80,000
 - d. Small Grants
 - i. Women's 35 & Over Softball Tournament - \$400
 - ii. Women's Division 2, 4 & 5 Softball Tournament - \$2,400
 - iii. 2022 Governor's Cup - \$500
9. 2022 Meeting Dates - October 12

Dialogue/Correspondence

Motion to adjourn