

Pierre BID Board Minutes

Thursday, April 8, 2021

8:04 - 10:09 a.m.

Pierre Area Chamber of Commerce Board room with ZOOM option

Board Members Present: John Poncelet, Rick Patel, Mayor Steve Harding, Debi Kessler, and Becki Potrzeba

Also Present: Jim Protexter – PEDCO, Tia Kafka – CVB, Jamie Seiner – Chamber, Rhea Waldman – SD Discovery Center, Blake Paxton – Buckin’ on the River, Mark Gageby & Sheri Lappe – Oahe Softball association

Welcome: Poncelet welcomed the board.

Adopt Agenda: Potrzeba moved to adopt agenda as presented. Mayor Harding seconded. Motion carried.

Minutes: Mayor Harding moved to accept January meeting minutes as presented. Potrzeba seconded. Motion carried.

Budget and Revenue Update – Jim Protexter: Receipts are down 37.4% for the first two months of the year. A 15% loss for the year is budgeted due to COVID-19 recovery. 2020 adjusted budget was within \$5K of estimate. Air show postponed until 2022. Special Olympics will not return to the area until 2023. Lawrence & Schiller marketing funds for shoulder season are already figured into the financial report.

Public Facilities Applications: Discovery Center Concept Design – Rhea Waldman: Waldman gave an overview of the Discovery Center’s strategic vision and described viability concerns for their current building. The Discovery Center approached ISG, a multidisciplinary design company, to develop a plan for the Discovery Center’s future location, which will cost \$16,300. Waldman has applied to the SD Community Foundation for grant funding and has extended feelers to other sources of funding. She requested that BID commit to funding the amount not covered by other sources. Poncelet moved to fund up to \$8,150 of the ISG initial planning and design process, with the final amount to be contingent upon the amount awarded by other funding sources. Patel seconded. Motion carried.

Marketing & Events Applications: Buckin’ on the River – Blake Paxton: Buckin’ on the River is a rodeo event held in Pierre during Oahe Days. This year, the event will be extended to 2 days, June 18 -19. Paxton outlined the success of past events and the expectations for this year’s event. He requested \$10K from BID to assist with marketing and event costs. The board discussed other upcoming events and opportunities before making their decision. Harding moved to award \$7,500 for Buckin’ on the River. Potrzeba seconded. Motion carried.

Marketing – Jamie Seiner:

STR Report Renewal: STR provides hotel occupancy rate comparisons. Patel moved to renew the STR Report for \$2,982. Poncelet seconded. Motion carried.

Oahe Days Contingency Reserve – Up to \$20K: Oahe Days event committee has concerns due to COVID-19 about bringing in enough funds this summer to support the event at current quality standards in future years. The board anticipates a successful event but expressed a desire to support the event, to ensure it continues strong in future years, if needed.

World Walleye Championship 2023 Tournament -\$10K: Dates, costs and location were discussed for the World Walleye Championship in 2023. The required site fee is \$10K. Another \$10K is anticipated for in-kind costs. A commitment from BID is needed before June. Poncelet moved to approve up to \$20K for the World Walleye Championship, to be held October 4-7, 2023, contingent on the event being held on Lake Sharpe. Patel seconded. Motion carried.

SD Tourism Coop Update & Shoulder Season Approval -\$40K: Shoulder season marketing with Lawrence and Schiller is \$40K. SD Tourism will match that funding with an additional \$40K. The theme for the season's marketing campaign is "Go Great Places." Potrzeba moved to approve \$40K for shoulder season marketing with Lawrence & Schiller. Mayor Harding seconded. Motion carried.

Social Media Cost Share: The CVB & Chamber have contracted with a personal assistant to create organic social media content for tourism efforts. They proposed a cost share for social media efforts. Potrzeba moved to approve \$5K for organic social media. Mayor Harding seconded. Motion carried.

Simple View/Book Direct Renewal - \$3K: CVB receives monthly analytics and will send those to the board along with the STR report. Poncelet moved to renew Simple View/Book Direct. Patel seconded. Motion carried.

Small Grants: Softball Tournaments – Mark Gageby & Sheri Lappe: CoEd National Qualifier will be July 10-22, with approximately 20 teams. State E Tournament will be August 7-8, with approximately 20 teams. Power Surge will be June 18-20, with approximately 40 teams. In 2022, Open Tournament & D Tournament will each bring approximately 25 teams to town. Women's Tournament will be July 31-Aug 1, with approximately 30 teams. Women's 35 and Older Tournament will be July 10-11, with approximately 12 teams. The Oahe Softball Association has approval to bid up to \$2K on softball tournaments, to be funded by small grants. Gageby & Lappe will submit small grant applications for tournaments.

2021 Meeting Dates: Second Thursday of the month, quarterly, at 8:00 a.m. – July 8 and October 14.

Dialogue/Correspondence:

- Missouri River Tourism Membership has been continued for 2021.
- Seiner has resigned as the Chamber CEO and this will be her final BID board meeting.

Poncelet moved to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 10:09 a.m.