

# Pierre BID Board Minutes

Wednesday, April 20, 2022

8:35 – 10:08 a.m.

Chamber Board Room

**Present:** Mayor Steve Harding, Bryan Beck, John Poncelet, Becki Potrzeba, Rick Patel (ZOOM) and Debi Kessler (ZOOM).

**Also Present:** Jim Protexter – PEDCO and Tia Kafka – Chamber

**Welcome:** Poncelet welcomed the board at 8:36 a.m.

**Adopt Agenda:** Beck made a motion to adopt the agenda as presented. Potrzeba seconded. Motion carried.

**Introductions:** Bryan Tipton, Director of Parks & Recreation, City of Pierre  
Tanya Lieberman, Park Superintendent, City of Pierre

Tipton shared some of the projects the city is working on or are being reviewed:

- a. Steamboat Park renovations after water treatment plant disturbance
- b. Bicycling club 3.5 mile trail proposed north of cemetery.
- c. CCBA adding another small field in Griffin Park.
- d. Improvements on Harrison Park field with a concession stand and a new sidewalk.
- e. Pickleball courts - Brosz Engineering is leading up that project.
- f. Waterpark - waiting on finalization with contractor.

**Minutes:** Potrzeba motioned to accept the Jan. 12 and Feb. 28 meeting minutes as presented. Poncelet seconded. Motion carried.

**Budget and Revenue Update – Jim Protexter:** Only two months of receipts are in. January is slightly below the seven-year average while February is well above. The marketing fund projected balance is \$12,644. Public facilities is \$182,988.

**Public Facilities Applications:** None. The board discussed whether the acquisition of land for public hunting was an eligible project. There is already substantial public hunting near Pierre, but more areas would bring and keep hunters. Kafka was directed to get more information before the board can determine if they will accept an application. Details requested include actual location, whether the parcel is currently open to public hunting, has PF discussed partnering with GFP and if not, what are the advantages of PF owning and managing vs GFP since there will be land management costs every year.

**Marketing & Events Applications:** None.

**SimpleView Contract Approval - \$3000 (Tia):** Kafka explained this is for renewal of a widget used to book hotel rooms. Patel made a motion to approve. Beck seconded. Motion carried.

**Marketing – Tia Kafka:**

- a. **SD Tourism Coop Peak/Shoulder Season Update:** Good shoulder campaign was successful. The application for 2023 shoulder campaign has been submitted. Peak season for 2022 is already underway.

- b. **Discussion on Sports Shows:** All shows went great but need help finding volunteers to go to these shows. Chamber may be looking to the board to help contact volunteers or pitch in when volunteers can't be found.
- c. **Small Grants:**
  - i. **YMCA Half Marathon - \$500:** This was the only grant, helping with beverages.
- d. **Organic Social Media/Email Marketing Contract Update:** The Chamber is doing interviews for three positions and the goal is to hire a candidate that can fulfill the role the board envisioned for Mallory Benbow. The positions posted are Tourism & Marketing Director, Program & Events Director, Marketing & Events Coordinator.
- e. Dawn Marso and John Sterling from DRG marketing have proposed OTT and Connected TV streaming. The difference is that OTT is not cable but streaming services for a phone or tablet. Connected TV is also non-cable, but displays on services such as Hulu, Netflix and SlingTV. These services would complement the peak and shoulder co-op campaigns with L&S. OTT and Connected TV streaming are not one of the options offered through the co-op program currently, so this would be an additional exposure while remaining consistent with the rest of the co-op materials. Patel suggested that Facebook and Instagram would be a better use of resources. The board directed Kafka to see what Midco and Lawrence & Schiller can offer, and if these services are included in higher Tourism Co-op tiers or if they can be added. The board would be open to DRG providing a demonstration at the July meeting.

**2022 Meeting Dates:** July 20  
October 12

**Dialogue/Correspondence:** Oahe Hockey Association is contemplating improvements to the PAYSA facility of between \$2.5 - \$4 million. The facility is currently privately owned, but it may be transferred to OHA. Based on the current use, some improvements could be eligible for public improvement funds. The board would like to see more information, including how they will generate revenue to address debt service on any improvement loans.

Mayor Harding provided a City of Pierre Travel Expense Form and expressed city staff concerns that sports show volunteers need to follow the state's per diem rates for food as well as mileage. Other city board and commission appointees must follow these rates. Current BID #1 rates were passed by the board in 2017. Meals are only \$4 more, but the difference in mileage reimbursement would mean at least \$100 out-of-pocket expense for volunteers. Protexter agreed to follow up with city staff to find a solution that does not negatively impact volunteer recruitment.

Beck motioned to adjourn. Potrzeba seconded. Motion carried. Meeting adjourned at 10:08 a.m.