

Brookings Business Improvement District
Board of Directors Meeting – Tuesday, September 13, 2011

Tari Waterman called the meeting to order at 9:15 am.

1. Approval of August 30th, 2011 minutes: Motion by Tari Waterman. Second by Tom Richter.
2. Approval of Agenda for September 13th: Motion by Bob Johnson. Second by Tari Waterman.

PRESENT:

•Mike Struck	mstruck@cityofbrookings.org	692-6629
•Tom Richter	trichter@swiftelcenter.com	697-8867
•Tari Waterman (Chair)	tari.waterman@hilton.com	697-5232
•Bob Johnson	bobj@aumail.com	691-4636

3. Discussion on Plan for Improvements: Mike Struck reviewed the proposed Plan for Improvements. Discussion centered around the following topics:
 - a. Value Added Hospitality Program – Is this necessary to entice a group to hold meetings in Brookings? Are people going to stay an extra night because of this program or would they already be here and this serves as an additional perk?
 - b. Niche Marketing – Need to be more proactive in targeting existing organizations in the area and keeping or bringing their meetings, etc. back to Brookings regardless of size. Ex: agricultural sector and associated ties to SDSU (research, business partners, etc.). Continue to seek opportunities with SDHSAA.
 - c. Conference/Conventions Facilities Marketing Campaign – Believe the BID Board needs to be the voice/face for organizing support of expanding conference and convention facilities. Funds could be devoted for such a marketing campaign, however, the costs would be minimal. Critical to the success of this campaign is talking to existing businesses and obtaining their viewpoints on how visitor spending affects their business. If the Board is willing to invest in a marketing campaign for expanded conference/convention facilities, are they also willing to invest in such facilities? Yes, need to support investments in facilities to keep in good condition and able to continue attracting events benefitting community. Understanding that public facilities compete with private, but agree that benefit applies to entire community. Expanded facilities is expected to open up new opportunities, which in turn will increase overnight stays, which may lead to need for more rooms.
 - d. Budget – 2012: \$50k for marketing campaign pertaining to education & awareness of expanding conference/convention facilities. Remaining funds would be held in reserves for expenditures in 2013.

Discussion on future budgeting pertaining to CVB and Swiftel Center, specifically if cuts occur to one or both.

* Planning on presenting to the City Council on October 8, 2011. Request all Board Members attend City Council Meeting. Bob Johnson has agreed to present and Mike Struck will prepare presentation. May need to meet briefly on October 10 or 11th to update board on presentation & make any final changes.

4. The meeting was adjourned.

Next Meeting: Monday, September 26, 2011 at 9:00 am at the Hampton Inn & Suites