

BID Board Meeting Minutes

March 26, 2013 @ 9 a.m.

Present: Mike Struck, Tom Richter, Jill Kosbau, Jennifer Johnson, Tari Waterman, Bob Johnson

Introductions

Approval of meeting minutes – Motion by Richter, second by B. Johnson, minutes approved.

Approval of agenda – Motion by Richter, second by B. Johnson, minutes approved.

1. Struck provided a brief history on the 2012 BID Board recommendations to the City Council. In 2012 the City Council dedicated \$50,000 towards a Marketing Campaign and \$100,000 to establish a reserve fund. The reserve fund is not to fall below \$100,000. The City Manager does have the discretion to dip into the reserve fund as needed, with the provision that if the fund falls below \$100,000, the City Manager must develop a plan to replenish those funds.
 - a. In 2012 Revenues = \$148,035.40 (includes late payments)
 - b. In 2012 Expenses = \$23,366.23
 - i. \$2,600 – admin fees
 - ii. \$8,400 – convention center feasibility study
 - iii. \$12,282 – light fixtures @ Larson Ice Arena, improvements completed to help secure the Blizzard coming to Brookings

2. Struck provided a brief recap on the 2013 BID Board recommendations to the City Council and Council action. The BID Board recommended the following improvements: Marketing Campaign/Future Development/Expanded Facilities – 60%; Sports Coordinator/Commission – 20%; Special Events (Capital Improvements) – 20%. The City Council ultimately decided to distribute one large sum of BID revenues towards the Convention & Visitors Bureau (CVB) given the reorganization of the CVB and the sunset of the Visitor Promotions Committee. Rationale was given that the funds would be most efficiently utilized by the existing agency given their experience, specialty and contacts in the tourism/marketing industry.
 - a. In 2013 Revenues were set at \$400,000. This amount was set significantly above anticipated actual revenues to avoid reaching a threshold and not being able to continue collecting the tax.
 - b. In 2013 Expenses
 - i. \$4,080 – admin fees
 - ii. \$200,000 – Convention & Visitors Bureau for the implementation of programs, event recruitment, etc.
 - c. May – December 2012 data was reviewed showing occupancy levels at 54%. Most surprising to the group was the distribution of stays was fairly equal across weekday and weekend stays. (Reports account for the Quality Inn (formerly the Comfort Inn), Days

Inn, Fairfield Inn & Suites by Marriot, Hampton Inn & Suites, Holiday Inn Express, Sonshine Inn, Staurolite Inn & Suites and the Super 8.)

3. Officer election for 2013
 - a. Chair – Tari Waterman
 - b. Vice Chair – Tom Richter
 - c. Secretary – Jennifer Johnson

4. Plan of Improvements for 2014: The remainder of the meeting was spent discussing and generating ideas to recommend to the City Council for 2014. The following points/ideas were brought forth:
 - a. Waterman shared concerns regarding attracting meetings and conventions with the current project stall of the convention center/hotel addition to the Swiftel Center.
 - b. Richter confirmed that Brookings does not currently have the facilities for meetings & conventions and thus will face a difficult time attracting meeting planners to consider Brookings.
 - c. Waterman suggested that she is interested in continuing to fund the Convention & Visitors Bureau in 2014.
 - d. B. Johnson relayed information about the recent AAU Wrestling Tournament and the schedules challenges that impact the many groups and organizations hosting events in Brookings.
 - e. Struck confirmed the scheduling challenges related to sporting events in Brookings.
 - f. J. Johnson suggested earmarking funds for the implementation of a robust online scheduling system that could be used by industry partners and the go-to resource for all event planners.
 - g. B. Johnson suggested earmarking funds for technology upgrades to the Swiftel Center to improve the event experience.
 - h. Kosbau offered up the continued development of co-op programs that maximize existing community amenities and combining them to encourage overnight stays.

5. Meeting adjourned. Next meeting 8:30 a.m., April 9, 2013. Same location – Brookings City & County Government Center, 520 Third Street, Suite 140.