

BID Board Meeting Minutes

April 9, 2013 @ 8:30 a.m.

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

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

Approval of agenda – Motion by Waterman, second by Richter, agenda approved.

Plan of Improvements/Budget Discussion

1. Waterman started the meeting by expressing concerns regarding where the BID money is going, how the CVB is using the funds, and wanting to ensure funds are being used to recruit new events.
 - a. B. Johnson shared he is confident in the CVB and is seeing progress, as well as development of new events.
 - b. Kosbau added that the marketing of Brookings and development of new events is going to take time and that we need to allow the CVB time to implement programs and processes that aid in business development.
 - c. Waterman agreed that for the past 2-3 years there has been a lack of event/convention recruitment and it will take time to re-establish new business.
 - d. J. Johnson offered to bring information to the next BID Board meeting about percentage of recurring events and new events.
2. Discussion turned towards looking into capital improvement projects that will continue to keep Brookings competitive in the event and convention marketplace.
 - a. Richter shared that pricing for a new message center/digital board with all the updated software will cost approximately \$250,000. The Swiftel Center hosts around 75 sporting events a year. Richter shared that having updated equipment is expected of facilities like the Swiftel Center.
 - b. The board discussed the challenges with large capital improvement projects in terms of who would manage the projects, if designating funds to capital improvements would set a precedent and concern that in turn the City/CVB/BID Board would be inundated with requests.
 - c. Waterman suggested looking into payment installments to aid in accomplishing capital improvement projects.
 - d. Struck questioned whether the BID Board can make recommendations that would potentially tie the hands of future boards. Struck offered to check with the City Manager and see what, if any, stipulations exist in regards to this topic.
 - e. Struck shared that by March of 2013 the BID Reserve Fund should be at the \$100,000 level.

- f. Both Richter and B. Johnson offered to continue looking into pricing information for technology upgrades to existing facilities.
 - g. Kosbau suggested that if the BID Board is going to move forward with making a recommendation to fund capital improvement projects that it be a matching fund, where the facility/organization puts in 50% and the remaining 50% comes from the BID fund.
- 3. Dialogue continued about the importance of balancing facility improvement/community offerings that benefit and attract visitors, while still funding the CVB and ensuring that future event commitments can be honored. The CVB currently has events booked out to 2016.
 - a. Struck proposed a potential recommendation for the BID Board to bring to the council: continue to fund the CVB at the \$200,000 level and if/when the BID tax exceeds the \$200K mark, the remaining funds are added to the reserve fund with the intent that anything above \$100,000 in the reserve fund be put towards facility improvement projects.
- 4. Action items: the board agreed to spend additional time gathering information and bring findings, ideas to the next meeting.
- 5. Meeting adjourned. Next meeting 8:30 a.m., May 14, 2013. Same location – Brookings City & County Government Center, 520 Third Street, Suite 140.