

BID Board Meeting Minutes

February 11, 2014

Meeting called to order at 1:35 p.m.

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

Introductions – Moranda Zimmer, SDSU student, current intern of the Brookings City Manager

AGENDA

1. Approval of meeting minutes – motion by J. Johnson, second by Kosbau, minutes approved.
2. Approval of agenda – motion by B. Johnson, second by Kosbau, agenda approved.
3. Election of Officers
 - a. Motion was made by B. Johnson to continue with the same officers as 2013: Chair, Tari Waterman; Vice Chair, Tom Richter; Secretary, Jennifer Johnson. Second by Kosbau, motion carries.
4. 2013 Review
 - a. Correction to 2013 data, the total number of rooms on the excel document was changed to 220,825 (vs. 148, 225)
 - b. Discussion of extended stay. Extended stay = 28 days+. Days Inn, Staurolite and Sonshine Inn have a significant number of extended stays (construction, SDSU faculty)
 - c. Occupancy for 2013 was 55%, Waterman indicated that the 55% occupancy matches up with the STAR report
 - d. The BID tax was first collected in May 2012, comparing 2013 to 2012 the occupancy rate is slightly higher (+1%) than the previous year
 - e. In 2013, Friday/Saturday are 64.9% to 68% occupied, Sunday was the lowest at 36.5% occupancy
 - f. Stuck questioned if there is different/additional information and tracking that the BID Board would like to see provided. Board members indicated that the current information is sufficient.
 - g. BID tax reports from hotels are due the 20th of the month, city waits 1 week for late submissions. There are some hotels paying late every month, the city works to contact hotel managers, walk through forms and answer questions to help aid in the submission process.
 - h. In 2013, \$208,358.00 in BID tax revenue was collected. Expenses Paid:
 - CVB = \$200,000 (190,000 to event recruitment and \$10,000 to marketing)
 - Administrative Fee goes to finance department (first 3 quarters) \$3,274.72
 - i. Recommendation for next year – have first meeting after Feb. 15 so CVB annual report is submitted/available for BID Board to review.
5. Plan of Improvements/Recommendations for 2015
 - a. Struck shared that the \$100,000 reserve fund has been replenished and is fully funded
 - b. In addition the board has interest in continuing to establish a reserve fund (above and beyond the \$100,000 required reserve fund) to be used towards future capital projects at public facilities impacting the visitor industry

- c. Kosbau suggested that matching funds should be a part of the recommendation
 - d. Discussion regarding what is incorporated under public facilities/what could the monies be used for in the future – Larson Ice Arena, Swiftel Center, Fishback Soccer Complex, ball fields, any parks or recreational area improvements, potentially concession stand improvements, signage project, promotional items, etc.
 - e. Waterman recommended keeping the \$5,000 2013 balance in the reserves for this year and start building the reserve fund
 - f. Motion by Richter to commit \$200,000.00 to CVB and the remainder, after administrative expenses, to build the reserve fund for future capital projects at public facilities impacting the visitor industry. Second by Waterman, motion carries.
6. Meeting adjourned -- 2:40 pm