

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday February 28th, 2022 - 3:00pm CVB Board Room**

Present: Katherine, Tammy, Deb, Anjelica, Julie R., Jeri by phone, Lynn, & Connie

Absent: Reid Holein

Call meeting to order: Lynn called the meeting to order

Review January 2022 Minutes:

- Julie made a motion to approve the minutes, Deb seconded, All approved

Review December 2021 Financials:

- Deb read the January Financials
- Connie made a motion to approve the January financials as read, Kat 2nd it, all approved

New Business

- Dash Around Kampeska - Jill Makepeace & Tim Toomey - asking for \$4000.00
 - Last year they had 249 participates, with 16 state participating
 - The Redlin Art Center held the 5K
 - They knocked it out of the park last year
 - Need Great Swag - more expensive
 - In Conjunction with the D.A.S.H program they gave out 11 Scholarships in 2012
 - Last year we received 1800.00
 - They want to start a new program to help girls & families be more active & healthy with more community involvement.
 - They have a relay also
 - They want to get more drinking stations
- Lynn asked if they had any idea how many hotels were used and where they stayed
 - They really didn't know but they could do it where they pick up their packets up
 - Deb had some that stayed at the Ramkota
- Lynn asked if they had a race over July 4th
- Jeri asked why they only have 40 hotels?
 - Jill said that was an estimate
 - Lynn asked how they track the rooms?
- Jeri asked How many will be from out of town?
 - Jill was not sure right at this time
- Jill & Tim said they want to get the word out
 - Lynn said based on out of town percentages you could send out a postcard into other out of town races.

- They will also put the sponsors on the back of the t-shirts & the backdrop
- Deb the race starts at 7am
 - Jill said they will bus people to Jackson Park
 - Lynn asked how long is the race?
 - Jill said it is 3 ½ hours long
 - They will have medical personnel & the ambulance out there
- Lynn likes the program but is a big ask
- Connie said are we a Gold Sponsor
- Kat said that Facebook is not that expensive to do some advertising with
- Julie said they put part of the registration fee to the DASH program, so we are just donating money to the DASH program
- What is the cost of registration?
 - \$50 for the main registration
- Jeri asked if we stipulated that they need to find out where they stayed
- Julie made a motion to approve \$1000.00 to the Dash Around Kampeska, Kat 2nd the motion, all approved.
- SD Taxidermist Association- Requesting \$1000
 - No Show
 - They Bring in Judges who stay at the Ramkota
 - They could not get judges in 2021 because of covid
 - The same amount was awarded in 2020 but show did not take place
 - Julie says she feels obligated since it was canceled in 2020
 - Lynn said we should not get in the habit of awarding money for no shows
 - Kat made a motion to approve the \$1000 for the SD Taxidermist Association for their event, Julie 2nd, all approved

Old Business:

- Tammy read upcoming events from the calendar handout

Other Business:

- Radio Spot
 - Kat said we are spending more money on radio
 - Anjelica went in and did some radio ads for the WBID Board
- Julie said Lynn did an excellent job explaining to Jill & Tim that \$10 per hotel room
 - They really liked that idea
- Crestone & Wilfart bought the Guest House and will be turning it into a Boutique Hotel, possibly to do two hotels
- Budget One also got sold and will be getting a facelift

Reports:

- BBB/Hotel Tax
 - Hotel occupancy tax was down quite a bit in December by 36%
 - Lynn asked if there was a total
 - Kat will send it out

- 3rd penny was 1million in 2021 - Kat will follow up with this
- BID Grant Update- Kat
 - NSAA went well & Roger was pleased.
 - Gate made \$6400.00
 - BID major sponsor - \$5000
 - Lynn mentioned 80% -20% - Don't let the 20% of the haters, let the 80% prevail
 - One Woman accused Watertown as being racist
 - Lynn thanked kat for being there and standing up for Watertown
- Businesses open/Closed - Tammy
 - Massage by Kelsey - 2nd St SW
 - The Mix Nutrition
 - Loggers
 - Closed - Plains Commerce Bank closed
- Individual Reports
 - Miranda the new Volunteer Center Director is doing great, Brenda Hanten is working on "Char Torgenson Day"
 - Lynn did Prudy get her award?
 - Kat said yes & took some pictures
 - Possibly going to do a Prudy Calvin Day
 - Julie mentioned that they will be starting construction on the next phase of Hwy 212
- Kat made a motion to adjourn the meeting, Lynn 2nd, all approved.