

Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday January 23rd, 2023
3:00pm CVB Board Room

Present: Tammy, Anjelica, Deb, Connie, Julie, Reid, Lynn, Lyndsey

Absent: Jeri

Call meeting to order: Lynn called the meeting to order

Review December 2022 Minutes:

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

Review December 2022 Financials:

- Deb read the December Financials
 - We have \$166,005 in Plains Checking
 - Plains Money Market is \$80,942
 - Accrued interest on CD's is \$4,932
 - December Funds from City of \$20,162 Will be received in January 2023
 - Note a decrease of \$1,942 from prior year
 - The decrease is related to one delinquent property on the December 2022 BID Tax report
 - \$65 due to the CVB
 - \$65-Marketing funds
 - Retained earnings \$406,061
 - Total \$403,947.71
 - Julie made a motion to approve the financial report, Connie 2nd, all approved.

New Business

- Bob Linneman with Dakota Gold Academy - asking for \$2500.00
 - Lynn asked about how many rooms there will be
 - He really didn't know
 - Deb said they have the judges and then some
 - Bob said there are going to be 462 kids registered
 - 58 - Watertown, 32 - Clear Lake, some from up by Detroit Lakes - They came last year and had a blast
 - Bob said the judges will be coming from Michigan, Omaha, Wyoming, & Spearfish
 - They pay for all their expenses
 - Connie asked if he puts up bleachers?
 - Bob said they use risers with chairs, about 100 seats

- They have the awards in the amphitheater which works out well
- Bob wants to take the \$500 and use for a drawing of \$250 each for those that can prove they stayed the night in a hotel. Plus tickets for the Transit Authority concert at the Goss. He also wants to put a large TV to scroll the Watertown restaurants etc.
- Lynn thanked Bob for coming and that we would be in touch with him
- Lynn and Deb liked the idea of the drawing.
- Lynn mentioned that there is a 3-yr cap on events so would have to let him know that
 - Julie said he can still get money just for the amount of the room nights & no more, \$10 per room per night
 - Lynn said we just need to be consistent
 - Need proof of hotel stays
- Reid said we need to follow up with him to see how it worked, he's putting in some effort to put heads in beds
- Deb made a motion to approve the \$2500.00 for the DGA Sweetheart Spectacular meet, Julie 2nd, all approved.

Old Business:

- Tammy did the event calendar with the upcoming events
 - Winterfest
 - Reid said there will be ice skating, smores, lights across the intersections of Downtown with changing colors.
- Deb asked if anyone had rooms this past weekend from the dart & pool tournament?
 - Lynn said she had mostly women
 - Connie said they were not full and that they could not bring anything in with them (drinks, food etc.)

Other Business:

- Tourism Conference
- Chicago Travel & Adventure show
 - Lyndsey & Anjelica spoke to a large number of leisure travelers during this show, most participants were from the Chicago area.
- Update on Legislature
 - HB1099 - Handout

Reports:

- BBB/Hotel Tax
 - Anjelica had printed out the graphs
 - BID tax was slightly decreased year over year
- Increase Budget for Ad spend

- Deb made a motion to increase the BID Budget 15,000 more for a total of 40,000 per year, Julie 2nd, all approved
- Businesses open/Closed - Tammy
 - Tammy reported the new businesses
 - Grandma's House
 - Juice Bar
 - Vitality Golf Academy
 - Wolfs & Wags
 - Breakout
 - Businesses Closed
 - None
- Individual Reports
 - Hockey Facility
 - Reid said the walls will be going up in the next couple of weeks, footings are down right now
 - Summer tour with Reid
- Meeting adjourned