

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday January 24th, 2022 - 3:00pm Zoom Meeting**

Present: Katherine, Reid, Deb, Anjelica, Julie R., Jeri by phone, Lynn

Absent: Tammy & Connie

Call meeting to order: Lynn called the meeting to order

Review November 2021 Minutes as there was no a Dec meeting due to weather:

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

Review December 2021 Financials:

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

New Business

- Bob Linneman was on the call so heard from him right away, asking for \$4000.00
 - He spoke on an idea they have to grow future events
 - Promoting summer camp at Sweetheart Spectacular
 - they attended one this past summer & and spent 4-5 days
 - He did say they are struggling to find judges
 - There are currently 441 gymnast registered
 - Jeri asked of those 454 from last year, how many competed?
 - Bob said 451
 - The Venue WEC worked well for the 450 athletes, any more would not have been room for spectators.
 - Lynn asked if he had a way of knowing how many that competed in '21 stayed in a hotel in Watertown?
 - Bob said he did not have a record, said he was unsure if he would receive participation from all teams for an accurate number
 - Deb suggested checking for that info when competitors check-in
 - Lynn then thanked Bob on behalf of the Board for all he does to make this happen
- Lynn says this seems like a lot
 - Deb had a total of 34 rooms last year and is at 37 for this year, folks just came for the day of competition
 - Lynn had 15 rooms last year
 - Connie not many and Jeri had 19
 - Jeri was being generous guessing 100 rooms

- If we stay consistent that would only qualify for \$1000
 - Deb mentioned last year was a first time event and it will depend on the weather
 - Lynn said it's not realistic to give \$4000
 - Deb made a motion to award DGA \$2000 for 2022 Sweetheart Spectacular, Jeri 2nd, all approved
 - Julie thought Deb's idea for him to track rooms at registration is a great idea. Should remind him when we award funds or send an email
 - Kat mentioned we do not award without the survey, we have the right to withhold funds
- Vic Carter with the Curt Carter memorial Gun Show.
 - Vic mentioned it is their 52nd year. Just asking for the same \$2500.00 that was awarded in 2020 but was not paid due to covid.
 - Lynn asked about vendors and admission
 - Vic said about 100-125 Vendors, most are from out of town, he guesses 100-120 hotel room per nights
 - Vendor registration is \$35 per 8' table & admissions is \$10 per day
 - The Association rents the Ag Building which is the main expense.
 - This year doing the banquet cost of food roughly \$20-24per plate
 - The association and myself may pay for Studio 212 rental fee of \$800, Our funds mainly for banquet
 - Lynn thanked Vic on behalf of the Board
 - Lynn is torn on this one
 - Julie said we originally promised \$2500.00 in 2020 but was never paid out, so feels a little obligated to stick with that for this year
 - Deb said the Banquet is to celebrate the 50th year anniversary, and also has the same thought since we already committed we should keep that.
 - Kat - for the record funding is for new events but would agree with the former statements
 - Jeri mentioned requisition to track rooms similar to DGA
 - Julie said to add that to standard language with approvals
 - Kat will update application
 - Lyn made motion to approve \$2500 for banquet with request for question, Jeri 2nd, all approved
- 2022 Budget
 - Not much has changed
 - Lynn asked if feedback was needed from the board?
 - Julie said just needs to approve how Kat is allocating funds...
 - Julie also mentioned the new logo gets her really excited for a new website. Feels now is the right time and more important now than ever
 - Kat mentioned we will just be updating the logo on current website as she's not comfortable spending \$4000 + just to update brand when new will be ready in May and we will do one big rollout

- Julie made a motion to approve the 2022 budget as written, Debbie seconded, All approved.
- 2022 Peak Season Co-op Calendar
 - Kat updated saying everything is moving forward
 - Both Kat & Julie say it's looking good

Old Business:

- Ag-Committee Update
 - Kat spoke to Kelsey and Kelsey understood, but she wasn't sure the board would so asked Kat to explain to them how the funds work.
 - Kat met with the full committee and explained what funds are for. There were no questions or issues

Other Business:

- Visual Identity Presentation
 - Kat read slides, she will send it to everyone so they can fully digest. She suggests reviewing them all.
 - Lynn got goosebumps
 - Lots of love for the new logo
 - Deb asked if the intro will be used in Watertown NOW?
 - Kat said yes, most definitely
 - Deb loves it - very inviting
 - Lynn asked if the pictures were local?
 - No
 - Lynn also asked if apparel would be available for wholesale?
 - Kat said definitely a possibility, we need to just make sure we stick to Brand Standards.
 - Everyone loved the water jug, though none of us need another one.
 - Reid asked if they provided a slogan
 - Kat said no
 - Lynn asked if Kat was looking for a motion to approve today?
 - Kat said not necessarily today - A day or so to review would be fine
 - Lynn said she absolutely would make a motion to move ahead with the new visual Identity, Deb 2nd, all approved

Reports:

- BBB/Hotel Tax
 - No updated hotel numbers, occupancy #'s are down a little, but on track w/ '19 #'s not terrible, but not outstanding
 - Third penny BBB on track to be over 1mil for '21
 - Julie asked if that was press release worthy.
 - Kat said yes, will likely come from the city - She will make a note to send to Reid & Lindsey

- BID Grant Update- Kat
- Businesses open/Closed - Tammy
 - Didn't know of any
- Individual Reports
 - Miranda the new Volunteer Center Director is doing great, Brenda Hanten is working on "Char Torgenson Day"
- Kat made a motion to adjourn the meeting, Lynn 2nd, all approved.