

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday June 27th, 2022 - 3:00pm CVB Board Room**

Present: Katherine, Tammy, Jeri, & Connie, Deb, Anjelica

Absent: Julie, Lynn

Call meeting to order: Connie called the meeting to order in replace of Lynn who was absent

Review May 2022 Minutes:

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

Review May 2022 Financials:

- Deb read the May Financials
 - We have \$172,398 in Plains Checking
 - Plains Money Market is \$81,049
 - Accrued interest on CD's is \$4,090
 - May Funds from City of \$17,786
 - \$31,500 due to the CVB
 - Retained earnings \$406,061
 - Total \$378,126.93
 - Deb asked about the CD
 - Kat put in a money market account
- Connie made a motion to approve the May financials as read & discussed, Deb 2nd it, all approved

New Business

- 3D Glasses - Tammy
 - John Tangren had stopped in from the Optimist Club adn said that they were out of the 3D glasses and if the BID Board would consider geting more to use for the next 2years. The BID Board purchased 5000 a couple of years ago and they lasted 2 years.
 - Tammy got prices on the glasses from Gast promotions of .72 a piece, so the cost would be 3600.00+tax for 5,000 glasses, no set up fee.
 - Deb made a motion to approve the purchase of 5,000 3D glasses for Winter Wonderland, Jeri 2nd, all approved.
- Shoulder Season 2022 - Handout
 - L & S Calendar
 - Monthly magazine - Star Tribune magazine, we will be in the September issue
 - Kat said she was very pleased with what they did.

- Lee Generation - Facebook - Giveaway \$500 in Chamber Bucks
 - Requested \$60,000, matched \$50,000 so \$100,000 for Shoulder Season
 - Co-op going to look different going forward Kat said
 - L & S does our Co-op
 - SD Tourism hired two new companies
 - Ashley Worth is our Co-op mgr.
 - Kat thinks that it will be good
 - Deb said money comes out of SD
 - Connie made a motion to approve the L & S Shoulder Season Calendar, Jeri 2nd, all approved
- Fun Fact: We are almost out of NOW's spring & Summer
 - Budget was \$15,000, 2022 Spring & Fall
 - Lana got quotes to print more
 - For 4000 more cost would be \$6200.00
 - It's never been a CVB expense
 - Connie said they sell ads for 10,000 copies
 - Kat asked for the BID for help
 - Kat thinks we should not do a reprint
 - Anjelica suggested, can we get the Fall/Winter sooner than August?
- Mac Blais- with K-H Rodeo - Asking for \$3000.00
 - They are bringing a Pro Rodeo to Derby Downs Aug 5-6, 2022
 - Events that use the Derby Downs do not make money to make it work
 - Would like to get 4-H State or Regional events
 - This should bring in 2000-3000 people
 - Brookings brings brings in 3700 people with their Pro Rodeo
 - Mac didn't know how many beds it would bring in
 - There is no camping at Derby Downs so hoping that creates more nights in the hotels
 - Deb asked what times are the performances?
 - Mac said 7pm both nights
 - Jeri asked if they have a lot of contestants
 - Mac said their purse is higher than most so hoping to bring in quite a few
 - Jeri - What kind of events?
 - There will be 8 events PRC rodeo, added Breakaway
 - Jeri - What are you doing for advertising?
 - Starting tomorrow with radio, Power 106 & KXLG
 - Deb asked about seating
 - There will be hill seating only
 - Future is to have bleachers, VIP Tables in the dirt, upgrade the club house
 - Will have Beer and Vending - have 6 signed up so far
 - Starting with local people then going out

- Friday night we were going to have Kristy Noem but that is not going to happen now
 - Looking for something different
- Saturday will be military night
- Connie thanked Mac for coming and that he was welcomed to stay they would vote at the end of the meeting.
- Deb said she has a block of rooms, also asked didn't they used to have bleachers?
- Kat is very impressed
- Connie said he started this all by himself
- Kat made a motion to approve the \$3000, Deb 2nd it, all approved

Old Business:

- Tammy read upcoming events from the calendar handout
- New Taxi Service
 - Dale Hannasch - LA Taxi

Other Business:

- Hospitality Luncheon
 - Went well
 - Kat said we did a good job on the website
 - Deb asked about merchandise for the new logo
 - Kat said it will be coming
 - We contacted Dustin & Missy who may start selling somethings
 - Connie said maybe out at the airport
- MN Vikings Yearbooks
 - All 16,000 + a ticket allowance
 - Had \$25,000 set aside for additional so this would take most of that
 - Connie said to go negotiate with them because we got the Chicago Bulls back cover
 - Deb said there are 9 home games
 - Connie asked how many do they print?
 - Kat will ask those questions

Reports:

- BBB/Hotel Tax
 - Handout
 - Occupancy is about where it was in 2019 for rooms sold
 - All hotels have been paying on time
 - Increasing exponentially
- BID Grant Update- Kat
 - Kat said they put in a bid for the UMCVB Conference for 2023

- Businesses open/Closed - Tammy
 - Tammy reported the new businesses
 - Raise the Bar Boutique
 - Happy Trails K-9 Training
 - Davids Lawn Care
 - Empowered Fitness & Strength Training
 - Orthopedic Institute in innovative pain center
 - Businesses Closed
 - Wise Pizza
- Individual Reports
 - Kat said the GOP Convention went well
 - Deb said it was very chaotic
 - The food was an issue
- Kat made a motion to adjourn the meeting, Connie 2nd, all approved.