

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

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

Absent: Deb

Call meeting to order: Lynn called the meeting to order

Review February 2022 Minutes:

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

Review February 2021 Financials:

- Julie read the February Financials in lieu of Deb who was absent
- Lynn made a motion to approve the February financials as read, Connie 2nd it, all approved

New Business

- Jamie with the Goss, asking for \$1500.00 for Soul Asylum
 - Grammy Award group with 2-openers
 - Want to reach the outer areas of Watertown with radio & digital
 - Brookings, Sioux Falls, MN, Aberdeen
 - Want to make it affordable we need help with sponsorship
 - Julie asked how many tickets are there
 - 469 Jamie said 240 are sold
 - Julie - What percent are from out of town
 - About 40% right now
 - Kat was impressed with 240
 - Jeri asked if she knew where they were from
 - Yes, they can see where they are from
 - Reid - can you send out emails
 - They are checking on that
 - Lynn said that they would probably stay if they were from a distance
 - Julie said will benefit Watertown if they come & stay in Watertown with a bigger name group
 - Lynn it will get Watertown's name out there
 - Jeri mentioned that we discussed about we could ask where they are staying
 - Lynn said we couldn't if they were ordering online
 - Connie said there is also a band at Studio 212, Tech 9nen - it's a rap band
 - Lynn said we have given money for other things that don't require hotel rooms

- Julie made a motion to give the Goss \$1500.00 for marketing of Soul Asylum, Jeri 2nd, All approved
- Shoulder Season Marketing 2022
 - Kat said she applied for the coop
- New Letterhead with new logo on it
 - Every one liked #1 out of 3

Old Business:

- Tammy read upcoming events from the calendar handout

Other Business:

- Economic impact on hotels when there is an event at PLWC
 - Kat talked about the Economic Impact calculator
 - Jeri likes to talk to people and doesn't get any gruff

Reports:

- BBB/Hotel Tax
 - BBB Taxes are up along with the 3rd penny sales tax
- BID Grant Update- Kat
 - Connie asked about Heartland Association 2024
 - Anjelica said it would be 150-200 people for two nights
- Businesses open/Closed - Tammy
 - Tammy reported new businesses
 - Sweat lab Society, Nybergs Ace Hardware, Snack Shack, Poms Tire Service
 - Businesses Closed
 - Family Games closed
 - A Boutique on Hwy 212
- Individual Reports
 - Julie said a lot of out of towners come for the Redlin Art Center - Good meeting spot
 - Julie told some couples to go downtown
 - Also the Game Fish & Parks stocked the Redlin ponds with 600 rainbow trout
 - Julie will have a Ribbon Cutting June 6th celebrating 25yrs.
 - New painting, expanding the gift shops
 - Lynn shared that the Hampton ended up being rated 17th out of over 1000 hotels. They get a banner & a trophy to display
 - 75% customer reviews, 25% of hotel
 - Connie shared Quality Inn got the Ring of Honor
 - Jeri also won an award
 - Still having issues with getting employees in every market.

- Lynn asked Mayor Reid Holien about the Hockey Rink
 - He said it is going slow
- People want to travel but will they be able to afford it?
 - Connie said the roaring 20's pandemic is over
 - People are holding back for more stimulus
 - Things are going to be less quantity but the same money
- Kat made a motion to adjourn the meeting, Lynn 2nd, all approved.