

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

**Present:** Tammy, Anjelica, Jeri, Connie, Julie, Reid

**Absent:** Lynn, Deb

**Call meeting to order:** Connie called the meeting to order in lieu of Lynn being gone

**Review October 2022 Minutes:**

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

**Review October 2022 Financials:**

- Julie read the October Financials, in lieu of Deb being gone
  - We have \$144,553 in Plains Checking
  - Plains Money Market is \$80,928
  - Accrued interest on CD's is \$4,471
  - October Funds from City of \$25,991 Will be received in November 2022
    - Note a decrease from prior year
    - On the previous year report there were two delinquent properties that paid the following month. These properties accounted for an additional \$3,238. Taking this into account the current year is comparable to last year.
  - \$17,283 due to the CVB
    - \$17,283-Marketing funds
  - Retained earnings \$406,061
  - Total \$382,464.53
  - Julie made a motion to approve the financial report, Connie 2nd, all approved.

**New Business**

- NJCAA - National Junior College Athletic Association
  - They came to visit and we bid on Golf, Volleyball, & Basketball for 2024
  - Connie asked what schools were in this league
    - SD, NDS, Wilsted State, etc.
    - More fans come to these
- NSAA Volleyball wants to come back for another 3 years
  - Connie asked if we have to give them the same amount of money?
    - Anjelica helped coordinate banquet with WEC and Volleyball coaches, all went well
    - Anjelica just kept the contract the same

- 2023 Travel
  - 2023 Tourism Conference - We will all go
  - Travel & Adventure Show - Anjelica & Lindsay
  - Pheasant Fest - Miranda & Tammy
  - Small Market Meeting or a Connect Show(both speed dating for meeting planners) - Lindsay & Anjelica
  - Potentially a Sports Show
  - Looking to team up with Glacial Lakes & Prairies/SD Tourism on more shows
- Lindsay Stangl will start Monday December 5th
- Carmen Bakken - DMM Optimist 3rd Quarter Conference - Asking for \$250
  - Dakota/Minnesota/Manitoba
  - Requesting \$250 for a pizza party
    - Oratorical contest for w/ kids event on Saturday
      - Connie asked if they give out aTopicfor the kids to write about?
        - Carmen said yes they do
      - Also, will be going out to eat Sat. night
    - Carmen said if they have 4-5 deaf & hard of hearing kids then they will come
    - They also give out scholarships
    - Carmen talked about the Winter Wonderland
      - Over 100 cars on Friday& Saturday & over 300 on Sunday
      - 34 entries this year
    - Julie made a motion to approve \$250 for the pizza party, Jeri 2nd, all approved

#### **Old Business:**

- Tammy did the event calendar with the upcoming events
- Anjelica shared the Midwest Meetings and Small Market Meetings Publications we did

#### **Other Business:**

- Ticket Allowance
  - Tammy attended the Vikings game on Thanksgiving. We spent \$350. We have a balance of \$1650. Anjelica is still checking on to see if we have a balance from the Chicago Bulls spread we did in 2019-2020. We also have \$700 to spend through USA Todayand can purchase those through adventureentertainment.com
- Extranet - Working on this to utilize with bids and proposals
  - Hoping to rollout in Januaryand will send training to hotel partners
- Anjelica asked if there was anything in the past the board would like to see her look into again for 2023? Certain Publications, etc. Please think about this.
- Julie asked if there was anything to present to the SD Tourism meeting
- Connie asked Reid if he is involved in Pierre
  - He said no
  - Connie was wondering about the changing of the BID money

#### **Reports:**

- BBB/Hotel Tax
  - Anjelica had printed out the graphs
  - BID tax was up
- Businesses open/Closed - Tammy
  - Tammy reported the new businesses
    - Farm Bureau Financial Services - Dana Stahl
    - Anjelica said a dental office is going next to Trav's
  - Businesses Closed
    - None
- Holiday Lighted Parade
  - Bottlenosed in some areas
  - Melody Kerkvilet - was throwing bracelets & kids were running out to get them
  - No one saw extra security
- Individual Reports
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- Meeting adjourned by everyone