

Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday October 24th, 2022
3:00pm CVB Board Room

Present: Tammy, Lynn, Jeri on phone, Connie, Deb

Absent: Ajelica, Mayor Holein, Julie

Call meeting to order: Lynn called the meeting to order

Review September 2022 Minutes:

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

Review September 2022 Financials:

- Deb read the September Financials
 - We have \$127,492 in Plains Checking
 - Plains Money Market is \$80,922
 - Accrued interest on CD's is \$4,236
 - September Funds from City of \$29,018 Will be received in October 2022
 - An increase of \$1,367 from prior year
 - \$17,283 due to the CVB
 - \$17,283-Marketing funds
 - Retained earnings \$406,061
 - Total \$365,388.20
 - Lynn asked about the \$17,283 due to the CVB
 - It was for marketing funds
 - Connie made a motion to approve the financial report, Jeri 2nd, all approved.

New Business

- Christy Lickei - Carnegie Christmas Market, asking for 1500.00
 - Wants to try something new for Christmas on the idea of a European Christmas Market
 - Don Lindner has gone to Europe several times along with Jayme & Sean from Dempsey's
 - Start off small - will be behind the Museum on two sides
 - Food & Drink - Dempsey's
 - Brats & mulled wine
 - Heaters - table & chairs
 - Multi-Cultural Center
 - Booths & Vendors - starting with 8 booths
 - Son's of Norway

- Things in the Museum
 - Childrens Stories
 - Make & take Christmas ornaments
 - Kris Kringle Angel
 - Lights & Music
 - Everyone thought it would be a great event and Christy was very organized
 - Lynn thought we should give her a little more for marketing the event
 - Deb made a motion to give Carnegie Christmas Market \$2500.00, Connie 2nd the motion, all approved
- Kay Solberg - Holiday Lighted Parade, asking for \$2500.00
 - Theme: Christmas in the eyes of a child
 - There are 3 or 4 new entries
 - Veterans group for security
 - Lynn asked bout the \$500
 - Jenkins gives decorations for the tree
 - \$1500.00 for the fireworks
 - Couldn't the City, Tower Systems, Reliabank, and Hyvee donate for some of the fireworks?
 - Kay says she sends out 120-150 letters for sponsors & float registrations
 - Who is the Grand Marshall?
 - Kay Solberg
 - Deb asked about the route
 - Starting on Kemp & go 2-blocks and turn and go south a couple of blocks then turn East to Jenkins.
 - Jeri asked if there is a lot of participation
 - About 10 kay said
 - Deb asked how she felt the security has been?
 - Kay said the security has been good
 - There are about 300-400 people watching the parade
 - Lew's takes care of the fireworks permit and works well with the PD
 - After some discussion, Connie made a motion to give the holiday Lighted parade \$1750.00 and earmark it \$1000.00 for security and \$750.00 for the fireworks at Jenkins, Jeri 2nd the motion, all approved
- Ticket Allowance for the Vikings Game
 - Tabled for next month
- Rooster Rush update
 - Tammy said it went well, had alot of states show up
 - Had beer tasting, Jayme from Dempsey's made pheasant stew, Maverick's had mini burgers, lots of giveaways
 - New street banners, new banner for the Airport & the tent with the new SD logo

- Deb talked about the “Autumn Traditions” Redlin Print that is given out to the hunters. They are not giving out as many as many as they used to. Very Cool though
- Lynn commented that this was the first time that they allowed dogs
 - They had a paw station in the lobby
- American Cornhole Tournament
 - Tammy said it went well, they really like Watertown and are planning for the next three years to come here
 - There was not as many participants as they would of liked but something to build on
 - We need more food options
 - Had two food vendors back out at the last minute

Old Business:

- Tammy did the event calendar with the upcoming events

Other Business:

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Reports:

- BBB/Hotel Tax
 - Anjelica had printed out the graphs
 - BID tax was down
 - Probably because of the wind operators not being here
 - Connie talked about how everyone should be a member of the VIA
 - They are working on changing the state room rate by \$2.00 per room
 - Watertown uses it for events
 - They want to change the occupancy tax
 - Take effect July 1, 2023
- Businesses open/Closed - Tammy
 - Tammy reported the new businesses
 - Sight & Sound - Old synergy building on 11th St
 - It's an audio/video, Security, Remote Starters
 - Businesses Closed
 - none
- Individual Reports
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- Meeting adjourned by Lynn