

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Wednesday September 28th, 2022
9:30am CVB Board Room**

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

Absent: Connie, Mayor Reid

Call meeting to order: Lynn called the meeting to order

Review August 2022 Minutes:

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

Review August 2022 Financials:

- Deb read the August Financials
 - We have \$149,860 in Plains Checking
 - Plains Money Market is \$80,915
 - Accrued interest on CD's is \$4,009
 - August Funds from City of \$29,018
 - \$17,283 due to the CVB
 - \$17,283-Marketing funds
 - Retained earnings \$406,061
 - Total \$387,740.17
 - Lynn asked about the reports
 - AU said she hadn't received any reports
 - Lynn asked if BID tax was down
 - AU said they are a month behind
 - Lynn made a motion to approve the financial report, Deb 2nd, all approved.

New Business

- Midwest Meetings Advertising Opportunities
 - 2-page Fall/Winter, plus in Catalog
 - Watertown will have it's own section within the SD Sectional
- Food & Travel Magazine called want us to do a Full-Page digital & in magazine
 - FB & Instagram, Fall/Winter
 - \$5995.00 for two prints
 - Lynn asked where is it distributed
 - Barnes & Noble, Wal-mart
 - AU having a meeting with Angie about the budget
 - Lynn said people who are foodies & what to travel
 - Jeri asked when do you have to let them know?

- Au - Yesterday LOL
 - Deb asks if we say yes who does the interview
 - AU they would also do a Beer Trail
 - Deb said if we have the money we should do it
 - Deb made a motion to check on it & check on a deal, Lynn 2nd it all approved
- We talked about Rooster Rush and decorating at the new airport & ATY
 - Also community decorating

Old Business:

- Tammy did the event calendar with a handout of the upcoming events

Other Business:

- Deb made a motion that Kat's name be removed from the bank account and that AU be added, Lynn 2nd, All approved

Reports:

- BBB/Hotel Tax
 - Anjelica reported that she had not received anything from the city
- BID Grant Update- Anjelica
 - We are working on SD Association of County's
 - Deb said they qualify for Federal rates
 - We have had them before
 - She approached us, we are bidding for 2025
 - She will be here for the Municipal League
 - Staff comes in on Monday & leaves Friday
 - Jeri do you have any rooms?
 - We are full towards the beginning of the week but have some openings towards the end of the week
 - SD Planners Association 1st planning District
- Businesses open/Closed - Tammy
 - Tammy reported the new businesses
 - SD Dispensary - Marijuana
 - Lion Dispensary - Marijuana
 - DaBins
 - 19th Hole - Bar & restaurant - family friendly
 - Businesses Closed
- Individual Reports
 - Lynn - Has gotten busy & keeping busy - housekeeping shortage
 - Deb - What do you do with expidencials

- Lynn said only hotel that checks
 - State rate is \$75 per night which was set in 2018, we are trying to go for more
 - Federal went up to \$98 per night
 - Want to tie with the Federal rate
 - Jeri said state rate is \$75 but she doesn't do it on the weekend unless it is Direct Billing
 - Lynn asked if anyone take CLC Cards
 - Jeri - No, Deb - Yes
 - Lynn mentioned that a lot of things are back ordered, ex. Soap, shampoo Etc.
- Meeting adjourned by Lynn