

Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday, February 26, 2024
3:00 pm CVB Board Room

Present: Deb, Lynn, Julie, Connie, Anjelica, Lindsay, Ried, and Jeri by phone

Absent:

Call meeting to order: Lynn called the meeting to order at 3:02 pm

Review January 2024 Minutes:

- Julie made a motion to approve the January minutes, Deb seconded, and all approved

Review January 2024 Financials:

- Connie made a motion to approve the January financials, Julie seconded, and all approved
- Anjelica had the CD from Reliabank to be signed and said because the First Premier CD didn't mature until the 27th she won't have that until after Tuesday.

New Business

- Visit Watertown Lodging Survey/Strategy Planning Workshop
 - Anjelica updated the group that the lodging survey has had a great response so far and due to confidentiality, Madelyn with YSI would be calling any properties that hadn't been completed to see what additional information she could get.
 - Anjelica asked the group to save the date to attend the Strategy Planning Workshop at the Watertown Event Center on Thursday, May 2nd. She will send a calendar invite.
- ARPA Campaign Review
 - Anjelica and Lindsay shared with the BID Board the campaign review from their ARPA Campaign. The ARPA was the federal funding received through Travel SD and Visit Watertown received \$14,250 for 2023, 2024, 2025, and 2026. The campaign focused on meetings and air service. Overall a really good campaign. The purpose of sharing is we may request additional funding to support this campaign in the future. Anjelica will send the slide deck.
- Pheasant Fest March 1-3
 - Visit Watertown team is headed to Sioux Falls March 1-3 for Pheasant Fest.
- Annual Luncheon
 - Save the Date for the Annual Luncheon scheduled for Wednesday, May 22, 2024 at the Redlin Art Center Pavillion at noon. The speaker will be a Travel SD representative speaking on the economic impact of travel in SD.

Old Business:

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Other Business:

- Shrpa Review
 - Anjelica shared the dashboard from the Travel SD co-op efforts with Shrpa in 2024.
- Cabs
 - The board discussed the new cab companies (Need-a-ride, Lake Area Cab, Patriot Cab, Cory's Cab, and Patty Wagon) that have popped up in recent weeks and wondered how to verify if they are licensed. Ried took notes of the different cab companies' names and was going to look into it. They currently just have to register through the Police Department.
- Jeri brought up the Air Bnb stats that Lynn had mentioned a while back. These numbers came from Berkeley's presentation. Anjelica said she would share that slide deck with the group for reference.
 - Ried added that he had done some research into this and taxes being collected and had even reached out to the municipal league, but his contact there has since left.
 - Anjelica added there have been some bills relating to Air Bnb and Vrbos this year, but none related to taxing.
- Deb shared that the state rate increasing to match the federal rate bill had passed the House floor and is headed to the Senate floor.

Reports:

- BBB/Hotel Tax
 - Anjelica shared the final reports for 2023. She made note that the BBB hit 1 Million for the third year in a row.
- BID Grant Update
 - Anjelica shared that she and Lindsay had a good meeting at the Ramkota/WEC to review old groups and start prospecting those. Especially some of the groups we hosted pre-pandemic. Should have a pretty good list to share next meeting.
- Businesses Closed
 - None to report
- Individual Reports

Adjourn:

- Julie made a motion to adjourn the meeting, and Connie seconded the motion. All approved. The meeting adjourned at 4 pm.