

**Watertown Business Improvement District  
Open Board of Directors Meeting  
Meeting Minutes  
Monday February 27th, 2023  
3:00pm CVB Board Room**

**Present:** Tammy, Anjelica, Deb, Jeri per phone, Julie, Reid, Lynn, Lindsay

**Absent:** Connie

**Call meeting to order:** Lynn called the meeting to order

**Review January 2023 Minutes:**

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

**Review January 2022 Financials:**

- Deb read the January Financials
  - We have \$177,925 in Plains Checking
  - Plains Money Market is \$80,949
  - Accrued interest on CD's is \$5,166
  - January Funds from City of \$17,570 Will be received in February 2023
  - \$65 due to the CVB
    - \$65-Marketing funds for 2022
  - Retained earnings \$420,565
  - Total expense of \$44,005 through Jan 31, 2023
  - Net Loss of \$25,881 through Jan 31, 2023
- Lynn mentioned that the bank had an 11 Month CD @ 4% but we don't have anything due till 2024
  - Julie made a motion to approve the financial report, Lynn 2nd, all approved.

**New Business**

- Nic Ahman & Paul Johnson with Dakota Niners Basketball
  - 3rd year of Dakota Niners BB
  - They rent the courts
  - Roys does the shirts & medals
  - 50 teams from SF, Cities, IA, ND, Aberdeen, Rapid City
  - 2-days Saturday & Sunday
- Lynn said the hoteliers want to fill the hotels
  - \$2 /hotel night
  - Help grow your event
  - Winter doesn't bring a lot of people into town
  - Our goal os to fill the hotels on the weekends in the winter
- Paul said we get about 550 people and are pushing for 1000 people

- Twon night stay the further away they are and they play early in the morning
- Nic said hes been coaching for 7-yrs
- Lynn said you couldn't expand if you don't have the financials
- They won't cap the summer games
  - \$290/team, plus \$25 for each official
- If the BID board would pay for teams registration if they are so many miles away
  - Bismarck brought 20 teams
  - Fargo stayed
- Nic said the teams are very competitive
- They push towards local restaurants, coupons, Etc. They like to stay local
- Lynn loves what you are doing, thank you for coming
- Paul said they would like to bring more teams to town
- Nic asked how can we help you pay for registrations if they stay at your hotel
  - Lynn said 2-night stay would be great but understand that is not always possible
- Paul wants quality great refs
- Lynn thanked them for coming
- Deb mentioned that she has rooms already booked
- Julie said I would just be cautious us to not give more money, watch how it goes because he has more tournaments coming
- We could send a letter out to the teams welcoming them to Watertown with a list of hotels along with welcome bags & coupon cards
- Lynn said the BID Board would be more supportive in Nov-May
  - Julie said I don't think we could do that
- Julie made a motion ti approve the \$1000 along with the services of the CVB, Jeri 2nd, all approved
- Ried brought up that the Rebels football wants to bring their Super Bowl to town in June

#### **Old Business:**

- We talked about the past weekend with the NSAA Basketball & State Swim Meet
  - It went well
  - Lynn said to go after the Basketball, they are great people
  - The Hampton had some overflow from Brookings with the swim meet
- Lynn asked about the lights
  - Ried said they are good to go
- Ried asked about the flowers
  - Don Walraven complained about the flowers on the street poles were dying
- Winterfest was really good few people from out of town
  - Lots of positive comments
- Deb brought up the Taxi service has gotten worse
  - Her breakfast girl had to take some guests the airport because it was before the time the taxi service opened
  - Ried asked if this is a one time thing?
  - Community Transit if scheduled will go to Sioux Falls
    - Ried said we could possibly have a vehicle at the airport

- Lynn said we need a person at the business to pick them up and take them back to the airport
  - Lynn said that our airline was superior
    - How do we get our businesses to let businessmen know we have a flight to Denver & Chicago
      - Julie suggested that maybe we could do vouchers to businesses to let them know about our flights
      - Ried asked what businesses besides Terex, Dakota Bodies, Dakota Plastic, Wurth Electronics
    - Lynn asked about the boardings
      - Ried said they were 10,000

#### **Other Business:**

- Lynn mentioned that we have not had an election
  - If someone would like to take her spot, she would be more than grateful

#### **Reports:**

- BBB/Hotel Tax
  - Anjelica had printed out the graphs March 22-Present
  - Anjelica is still working on them
  - What is Budget Inn now?
    - Long term apts
  - 612 Flats?
    - Emergent Care
- Anjelica had a commercial to show
  - Everyone loved it
  - What Markets
    - IA, KS, & NE
- Businesses Closed
  - None
- Individual Reports
  - Jeri said the NSAA people were good
- Deb made a motion to adjourn the meeting, Julie 2nd, all approved