

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday, January 22, 2024
3:00pm CVB Board Room**

Present: Deb, Lynn, Julie, Connie, Anjelica, Lindsay

Absent: Ried, Jeri

Call meeting to order: Lynn called the meeting to order at 3:07 pm

Review November 2023 Minutes:

- Connie made a motion to approve the November minutes, Deb seconded, and all approved

Review November 2023 Financials:

- Anjelica had not yet received December financials, so November financials were reviewed since there was no meeting in December.
- Discussion was had about the CDs that will be coming due in the next couple of months. Anjelica will check rates at all banks, but the consensus was if rates are good at the bank the CDs are already at will likely roll the money into a new CD at the same bank. Anjelica will send info via email for a vote over email.
- Lynn made a motion to approve the November financials, Julie seconded, and all approved

New Business

- 3:30 pm - Jenni Wirkus // Fund Application for Girls State Hockey (March 1-3 2024)
 - Jenni is looking for funding for the Girls State Hockey tournament in March. This will be the first tournament in the new facility and the local hockey association wants to roll out the red carpet. These funds will allow for some fun “extras”
 - Julie made a motion to approve the \$2,000 request, and Deb seconded, all approved.
 - Further discussion around this weekend was had. It will be a big weekend for Watertown. Other events the same weekend as the hockey tournament include the state swim meet, and state speech and debate. The BID suggested the Visit Watertown team call restaurants to let them know about the busy weekend to help them staff properly.
- 2024 Budget Discussion/Approval
 - Anjelica looking for a motion to approve the budget. More specifically the \$40,000 to CVB.
 - Connie made a motion to approve the \$40,000 to CVB, Julie seconded, and all approved.

- 2024 Marketing
 - Anjelica shared that they plan to hold off on making any commitments until the strategic plan is complete.
 - Ron Schara - shared the opportunity with the BID. Anjelica and Lindsay need to take a closer look at the information and come back with a recommendation.
- Watertown Visitor Guide/Maps
 - Anjelica wanted to share that Visit Watertown in partnership with the Chamber is taking over this project. Plan to send to print at the beginning of April. Julie Richter will be selling ads.
- Business Development
 - Anjelica updated that they are actively reviewing old accounts and groups to follow up with/rebook.
- Tourism Coalition of South Dakota
 - Anjelica wanted to share that the Visitor Industry Alliance (VIA) has rebranded and is now the Tourism Coalition of South Dakota (TCSD). She shared their flyer and pledge cards with the group.

Old Business:

- Travel SD A la Carte recommendations
 - Anjelica re-shared with the group the a la carte options they were looking at.
 - Julie added that there is power in a la carte and you really get a bigger bang for your buck.
- CVB Strategic Plan
 - Anjelica just wanted to remind the BID to take the survey by February 9th and asked if they had any customers or meeting planners to whom we could send it.
- Hospitality Meetings
 - Talked about having a topic or training at each meeting
- Historical BID investments
 - Lindsay inquired about what historically the BID has done that we may not be aware of. Wondering if there is anything they would like to see us do again.
- Hotel Tours/Comprehensive Meeting Planner Guide
 - Lindsay told the BID she will be reaching out soon to get tours of all properties in Q1. Almost done with the comprehensive planner guide and will send it out for feedback.

Other Business:

- Anjelica just wanted to mention all the cool reports their CRM Simpleview has and that they will be working to share these with the BID and see what they would benefit most from.
- Chatted about the events calendar. Anjelica will share the link.
- NSAA will be dissolving.

Reports:

- BBB/Hotel Tax
- Businesses Closed

- None to report
- Individual Reports