

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday July 24th, 2023
3:00pm CVB Board Room**

Present: Tammy, Deb, Jeri, Julie, Ried, Connie, Lynn

Absent: Anjelica & Lindsay

Call meeting to order: Lynn called the meeting to order

Review June 2023 Minutes:

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

Review June 2023 Financials:

- Deb read the June Financials
 - We have \$92,064 in Plains Checking
 - Plains Money Market is \$80,982
 - Accrued interest on CDs is \$6,466
 - June Funds from the City of \$24,377 Will be received in July 2023
 - Retained earnings \$420,565 as of 6/30
 - Total expense of \$165,034 through June 30, 2023
 - Net loss of \$46,641 through June 30, 2023
- Connie made a motion to approve the financial reports, Lynn 2nd, all approved.

New Business

- Lynn asked Ried about new businesses
 - He said we need people to open new franchises
 - We are doing everything we can
- Brookings came here to look at Watertown and said we were killing it
 - Lynn said the Downtown area has been great - always people at the park
- Julie said Thursday Night Live has exceeded the limit of blocks of cars for the car show
- Lynn praised the Redlin Art Center
- Talked about service animals
- Tammy asked the BID Board if they would be willing to donate a couple of tickets to the Dessert Auction
 - Julie mentioned that maybe we could do a Facebook post: Like, Share, & Comment
 - Lynn said if we do it for one organization then everyone will want to use them
 - Talk to Love Com to see what the best use of the tickets would be
 - Maybe have it be hunting associated

- Julie showed a fun coupon book from Aberdeen & talked about Storybook Land
 - Aberdeen has a very nice downtown

Old Business:

- Events
 - Tammy read off some events that were coming up
 - Tammy did not have a hand-out this time

Other Business:

- New Businesses
 - New Businesses
 - No new business to report

Reports:

- BBB/Hotel Tax
 - Lindsay had printed out the graphs
 - Deb asked how June was
 - Lynn said the 4th of July tanked
 - Deb had rooms for softball in Webster & Clark but not from here
 - Lynn said she has no problems with during the week but the weekends are not good
 - Julie said it has been very sporadic
 - Covid changed the cancellation policy
 - Deb had \$3000 worth of cancellations through Booking .com & Expedia
 - Lynn said that the 3rd party Booking are horrible
 - Lynn says she has snapshots to break contract - not allowing cash payments
 - Connie said they are the biggest Chargebacks
 - Talked about Sturgis and if we would get any rooms
 - Lynn said she wished they could track while they were here
- Businesses Closed
 - None to report
- Reports
 - No reports
- Deb made a motion to adjourn the meeting, Jeri 2nd, all approved