

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

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

Absent:

Call meeting to order: Lynn called the meeting to order

Review February 2023 Minutes:

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

Review February 2022 Financials:

- Deb read the February Financials
 - We have \$185,268 in Plains Checking
 - Plains Money Market is \$80,956
 - Accrued interest on CD's is \$5,378
 - February Funds from City of \$15,428 Will be received in March 2023
 - Retained earnings \$420,565
 - Total expense of \$59,794 through Feb 28, 2023
 - Net Loss of \$25,705 through Feb 28, 2023
- Angie is recommending that we move some money because we are close to the insurance limit
 - Anjelica read Angie's recommendation
 - Connie said maybe we open a CD
 - Lynn made a motion that we check on other rates for \$50,000, Julie 2nd all approved
 - Julie made a motion to approve the financial report, Connie 2nd, all approved.

New Business

- Carla O'Farrell - Studio 212 Dart Tournament, Tom was on the phone
 - Lynn asked how many out-of-towners did you have at the last one?
 - Carla said over 1000 people attended
 - Carla said Alvin in Aberdeen and they have 16 teams right now but there is always those that wait for the last minute
 - Tom asked how the hotels did last time?
 - Connie said they had a lot of Milbank people
 - The BID suggested that they do a password of some sort
 - Tom said he could go around and ask where they all were staying, there will be teams from MN, & IA

- Carla asked if people were coming and staying for the concerts?
 - Deb & Lynn said not really
 - Lynn asked if they knew how many people will be staying in town
 - The tournament will start Friday AM
 - Connie suggested you could do a coupon per room for a \$1 off the concession & put Beverage and expiration date on it
 - Tom said he would get some coupons made up
 - Get hotels & rooms to Carla
 - Lynn explained how the BID works with the \$10/per night/per room
 - Deb explained how the blocks worked
 - Lynn thanked Tom & Carla and how appreciated we were that they came in
- Lynn said it is a great Venue they are doing great things
 - Angelica said the pay-outs were \$1500 & \$2000
 - Lynn doesn't think they will get 150 rooms
 - Julie thinks no more than 1500.00 - We will pay them for the coupon
 - Julie made a motion to give Studio 212 1500.00 based on 150 rooms, Deb 2nd all approved

Old Business:

- NSAA Room Nights
 - Anjelica commented about Roger's letter which was sent out with the BID Documents
 - Roger wants more money
 - Roger said we were supposed to give them \$5000 per Men's & \$5000 per Women's team.
 - Anjelica found a letter where he tried to do that last year with Kat
 - Lynn doesn't respect dishonesty
 - Connie said we didn't promise him he would make \$3700
 - Students said we didn't advertise enough to get people at the tournament
 - Anjelica we will need to get sponsorship for Live Streaming & the T-Shirts
 - Deb mentioned that the NSAA traveled to different colleges and they were doing their AD conferences here in Watertown because it is centrally located
 - Comparison 2022 to 2023
 - Lynn said maybe we need to do a longer commitment, maybe 5 yr.
 - Julie said to use the document that says VB-\$5000, BB-\$5000
 - Lynn - Longer commitment on their part
 - We pay for officials rooms - Anjelica doesn't agree with that
 - Deb said we are paying way too much
 - Lynn asked if he's complaining about that we didn't have enough fans there
 - Julie said we need to meet him in the middle \$2000 one direction or the other
 - Lynn said we would not have rooms if they didn't have the tournament
 - Could base the extra money on things that have increased in all areas
 - Roger is not being appreciative of what we do
 - Deb talked about HS tournaments & cost

- Connie asked what have we done for the past HS tournaments
 - Tammy talked about what we had done in the past with the hospitality room and meals
- Anjelica will get our total cost
- Deb said she doesn't think we should commit for 5 years
 - Julie asked why?
 - Lynn said it would be a comfortable commitment of an extra \$2000 for 5 yr.
 - Jeri said we should start high

Other Business:

- New Businesses
 - Apollos Threads
 - 1906 Boutique
 - Element
 - The Sandbar
- Volunteer Center Update
 - Miranda does 95% of our social media and will be full-time starting May 1st
- DMO Marketing
 - Anjelica & Lindsay are working on matching funds
- Taxi Service
 - Ried brought up the taxi service to the airport for the morning flight
 - Jeri asked can we call the day ahead of time to schedule the taxi?
 - Ried asked if we could quantify the number of times you can not get taxi service to the airport?
 - Lynn said 3-4 times per week
- Lynn asked How we tell the guests about the airport?
 - Ried mentioned the discount rate for the airport flights and went over the main companies.
 - Lynn - said we need to market to Denver
 - Lindsay said we are working on that
 - Lindsay said they backed out of an ad in the NOW, they need to be in it.
 - She contacted Rob
 - Julie asked if they could get a grant for the ad
 - Lindsay said that we offered to pay half and we would do the ad

Reports:

- BBB/Hotel Tax
 - Anjelica had printed out the graphs
 - February we are missing Holiday Inn Express
 - Lynn Mentioned in 2022 the third penny was over 1 million
- Businesses Closed
 - None
- Deb made a motion to adjourn the meeting, Connie 2nd, all approved