

**Watertown Business Improvement District
Open Board of Directors Meeting
Meeting Minutes
Monday May 22nd, 2023
3:00pm CVB Board Room**

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

Absent: Reid,

Call meeting to order: Lynn called the meeting to order

Review March 2023 Minutes:

- Connie made a motion to approve the March minutes, Deb seconded, All approved

Review March & April 2023 Financials:

- Deb read the March & April Financials
 - We have \$196,456 in Plains Checking
 - Plains Money Market is \$80,969
 - Accrued interest on CD's is \$5,840
 - February Funds from City of \$23,127 Will be received in May 2023
 - Retained earnings \$420,565
 - Total expense of \$69,196 through April 30, 2023
 - Net income of \$2,846 through April 30, 2023
- Lynn asked about the delinquent property
 - Anjelica will check on this
- Connie asked about the \$65 owed the CVB from 2022
 - Lynn said maybe it just didn't get paid out.
 - Anjelica will ask about this also
- Anjelica handed out a list of CD's & rates
 - Julie made a motion to move the old CD (\$42,346) To Reliabank for 9-mths @ 4.1%, will cost \$26.00, Deb 2nd, all approved
 - Julie made a motion to open a new CD at AB&T for 11 mths @4.5%, from checking account, Deb 2nd, All approved
- Julie made a motion to approve both financial reports, Connie 2nd, all approved.

New Business

- Ryan VanGilder - Watertown Fastpitch Softball
 - They have 56 teams registered - Could of added 8-10 more teams
 - 50 teams are from outside Watertown - SF, IA, KS, ND
 - \$250.00 entry Fee
 - Block of rooms for Umpires

- Games at Foundation & Koch Complex
 - Would have to reduce the teams to play at Premier Fields
- Premier Bank Card is the Sponsor
- Lynn thanked Ryan for coming and that we would let him know of the decision
- Julie said that if you can't fill rooms why should we continue at the same level
 - Lynn said we need to tie it with room nights
 - Julie said we need to set a cap of \$1000
- Julie asked if Premier asked to be named after the tournament for \$5000 - Should we ask to be named after the tournament
- Julie - need to decide consistency
 - They have come for 4+years, & have gotten money every year
- Julie made a motion to give them \$1000, letting them know we have been giving them \$3000 the last three years, Connie 2nd, all approved.

- Kathryn Jurrens with the Goss Opera House - Jump: Van Halen tribute band with Eclipse - Asking for \$500
 - General Admission - \$25
 - 100 tickets sold with 25% being out of town
 - Redlinger sponsor \$6000, cost is \$9000 for both bands
 - We are getting more of a draw from MN, all social media & digital marketing
 - Julie said they could come to Thursday Night Live and then stay & go to the concert on Friday
- Lynn thanked Kathryn for coming and we would let her know
 - Deb made a motion to approve \$500, Julie seconded, all approved.
- Tammy had two applications from Gary Young.
 - Connie made a motion to approve both applications, Deb 2nd, all approved

Old Business:

- Events
 - Handout on Events
- Business Development
 - Anjelica & Lindsey have been working on contacting old businesses that have been here with events before and asking them to return
- Tammy had survey from Bash in the grass, & Dakota Niners
 - Quality had 40 rooms
 - Some rooms at the Hampton
 - Jeri had a lot of Lacrosse teams
 - Dakota Niners we had rooms

Other Business:

- New Businesses
 - New Businesses
 - 1906 Boutique

- Jade & Co
 - Unorhtodox
 - Men's & women's clothing
 - Another gently used clothing store where Everything Zen was
 - Tropical Smoothie
 - County Fair Consessions
- Maps - Folded & Tear-off
 - Tammy & Anjelica talked about getting new maps printed & updated with the prices it would cost.
 - Lynn - Do we need both
 - Julie - I'm looking at this and we can pay for the maps for what we would give Premier Throwdown Tournament
 - Condense the two together
 - Lynn said we need to keep printing in town and use what we have now
 - Julie made a motion to approve doing the folded & tear-off map thru Jurgens, with the CVB team to make updates. Jeri 2nd it, all approved
 - Deb suggested have the attractions on the other side of the tear-off map
 - Julie suggested listing the hotels with their info
 - Connie suggested putting on there "Brought to you by WBID"
- Love Com Co-op Campaign
 - 1.3 to 3.4 mil.
 - Doing well
 - Post impressive rate
 - Do a good job of watching

Reports:

- BBB/Hotel Tax
 - Anjelica had printed out the graphs
 - Above last year
- Businesses Closed
 - Couteau Chic Boutique
- Reports
 - Lynn asked if the Hockey rink will be done on time and if we get a tour
 - Reid said he would
 - Lynn said the Crown Victoria group will be at the Hampton Inn
 - Julie is a little partial about the Band concerts at the lake
 - July 1st Dedication to Charles Langenfeld at Willow Creek Bridge
 - Deb Hired a new assistant
- Deb made a motion to adjourn the meeting, Connie 2nd, all approved