



Board of Directors
Tuesday, February 18, 2014
12pm – Ramkota

Present:

Sabrina Metz, Brenda Habeck, Michelle Jones, Randy Grismer, Heather Sahli, Kari Lozenski, Christi Barrus, Mark Remily, and Nate Kessler.

Excused:

Chris Podoll, Kelsey Scarbourough, Mike Birgen, Jason Welk, Brenda Moore, and Bryana Darling.

Call to Order:

The meeting was called to order by Barrus.

Approval of January 2014 Minutes:

Motion by Grismer to approve minutes. Seconded by Jones. Vote, motion passed.

Approval of January 2014 Financials:

Motion by Habeck to approve financials. Seconded by Jones. Vote, motion passed.

Conference Call:

Called Julie Johnson to get update on bills. Johnson informed the board of a few bills: SB 90-SDHSAA changes, SB 98-Occupancy tax, SB 169-meandering waters, HR 1001-deadwood gaming laws, and HR 1185-Come home to hunt.

Check Presentation:

Aberdeen Swim Club
Aberdeen Aqua Addicts

Presentation:

12:30pm–Darrin Erdmann with the BCF Jackpot Market Goat Show requested \$2,500 to add to the purse of the event and entice more entries. This event will be held Monday and Tuesday of the fair, and the majority of the entries would be staying in hotels as campground space is limited, and most entries would pull their trailer instead of a camper. Motion made by Jones to fund the event with \$1,000. Seconded by Lozenski. Vote, motion passed. Kessler opposed.

12:45pm–Heath Johnson, on behalf of the Sertoma Club, requested \$5,000 to help defray the costs of a book and video that were created to depict the history of Storybook Land. The total cost of the initial set was around \$20,000 and Sertoma is looking for four major sponsors to split the cost and be listed on the video and back cover of the book. Grismer made a motion not to fund the book and video, but to ask Sertoma to come back when they have made a decision on a new attraction for the park, and they will help fund the attraction. Kessler seconded. Vote, motion passed. Jones opposed.

Tablet Proposal:

Metz presented a proposal for the hotel alliance to purchase tablets for each voting and non-voting BID II board member to use during meetings. The Lenovo tablet would be purchased for use along with a dropbox account where all meeting notes, agendas, and BID II information could be accessed as needed, in lieu of paper. Grismer made a motion to purchase the tablets. Jones seconded. Vote, motion passed. Kessler opposed. Metz will provide an analysis of paper and time cost savings by switching to electronic means.

2014 Wrestling Tournament:

Metz informed the board that call arounds were made that morning to see where each hotel was for open rooms during state tournament. Metz reminded the board that regionals would be held on the 22nd, and the CVB would be calling on the 24th to recheck room openings. Grismer requested that we wait until after 12 noon on the 24th, as they would have a better idea of rooms that had been cancelled by that time.

2014 Peak Season Marketing:

Metz, on behalf of Lawrence and Schiller, presented changes to the 2014 Peak Season marketing plan. A copy of the new print ad was included based on changes requested from the January meeting. Metz discussed the option of creating a social media campaign that would focus on users adding pictures/videos to Facebook and Instagram. Grismer suggested we add a bigger prize giveaway to the end of the social media campaign with a budget of \$500. Barrus made a motion for L&S to run the social media campaign. Jones seconded. Vote, motion passed. Metz reviewed two options with the board to increase the peak season media campaign. Both campaigns included additional pre-roll and PPC dollars to be used during the first three weeks of August. L&S also presented two different tv buys- one to increase network tv dollars, and the second to add a cable buy. Grismer made a motion to increase pre-roll. Sahli seconded. Vote, motion passed. Grismer made a motion to increase the PPC campaign. Kessler seconded. Vote, motion passed. Grismer made a motion not to increase the network tv or add a cable buy. Lozenski seconded. Vote, motion passed.

Other Business:

Metz encouraged the board to look through the SIC code spreadsheet, the STR report, the CVB activity report, the event re-cap for SD fairs and celebrations and the article on meandering waters.

Adjourn:

Motion was made by Grismer to adjourn. Seconded by Lozenski. Vote, motion passed.