



Board of Directors
Tuesday, July 15, 2014
12pm – Holiday Inn Express

Present:

Sabrina Metz, Michelle Jones, Kari Lozenski, Heather Sahli, Kelsey Scarborough, Chris Dohrer, Mark Remily, Jason Welk, Randy Grismer, and Diana Ketterling. Guest: Nate Kessler

Excused:

Chris Podoll, Christi Barrus, Brenda Moore, and Bryana Darling.

Call to Order:

The meeting was called to order by Jones.

Approval of June 2014 Minutes:

Motion by Lozenski to approve minutes. Seconded by Scarborough. Vote, motion passed.

Approval of June 2014 Financials:

Motion by Welk to approve financials. Seconded by Sahli. Vote, motion passed.

Check Presentations:

Storybook Land Festival
BCF Jackpot Market Goat Show
NESD Celtic Faire

Presentation:

12:15pm– Metz presented on behalf of Aaron Smith with the All Star Games. The event is taking place July 15-16 and with Aaron being a new director, he did not understand our funding process. Smith requested \$12,000 to help fund the event that includes basketball, volleyball, and football during a two day period in Aberdeen. Welk made a motion to fund the event with \$4,000. Seconded by Scarborough. Vote, motion passed. Grismer abstained.

Community School Supply Project:

Metz discussed the opportunity for the Hotel Alliance to do a community give-back project. Lozenski with AmericInn had suggested that the Hotel Alliance have drop boxes where people could donate school supplies to less fortunate children in the Aberdeen area. At the end of the 3 week promotion, the Hotel Alliance could tally up the total amount of supplies donated, and then match a dollar amount. As an added incentive, people who donate items would be entered into a drawing for a free night stay at each hotel. Lozenski made a motion to participate in the program. Sahli seconded. Vote, motion passed. Grismer made a motion to set the budget at \$6,350 with \$2,000 for the matching dollar amount. Welk

seconded. Vote, motion passed.

Funding Application Process:

The board discussed changes to the current application process for event funding. Kessler discussed some of the other BID boards that he is on throughout the state, and felt like Aberdeen did not have a problem with their policy. Kessler told Metz he would send copies of funding requirements from other BID boards. Metz said she would review them, and bring them to the August board meeting so the board could discuss any changes they would like to make to the current process.

L&S Peak Season Update:

Metz presented the campaign numbers for the Facebook contest, #ItsAKidThing. The promotion has grown from May to June, and is also seeing an increase in engagement rate. The website's visitor and page hit numbers have also improved.

Election of President Elect:

Metz informed the board that Brenda Habeck is no longer with Super 8, and that her position as President-Elect for the BID II board was now vacant. Jones made a motion to have Scarborough replace Habeck as the President-Elect. Welk seconded. Vote, motion passed. Welk informed the board that Carrie Welk would like to seek appointment onto the Hotel Alliance to vote the 3rd set of shares for Super 8. Metz will request appointment from Mayor Levsen and will notify the board and Carrie Welk of the decision.

Other Business:

Metz informed the board of other information including the ABATE evaluation form, the city reimbursement check, SIC Codes, and the CVB activity report.

Adjourn:

Jones adjourned the meeting.