



Board of Directors
Tuesday, June 17, 2014
12pm – AmericInn

Present:

Sabrina Metz, Michelle Jones, Kari Lozenski, Christi Barrus, Brenda Habeck, Heather Sahli, Brenda Moore, and Diana Ketterling.

Excused:

ChrisPodoll, Kelsey Scarborough, Chris Dohrer, Mark Remily, Jason Welk, Randy Grismer, and Bryana Darling.

Call to Order:

The meeting was called to order by Barrus.

Approval of April 2014 Minutes:

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

Approval of April 2014 Financials:

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

L&S Peak Season Update:

Metz presented the campaign numbers for the Peak Season Marketing Campaign by L&S. While the numbers are not at goal, the campaign is still performing quite well. The social media campaign has been performing very well, and participants seem to enjoy the contest.

Presentation:

12:15pm—Dan Grewe with the Aberdeen YMCA requested \$4,000 for the Girls Interstate Basketball Tournament to be held November 21-22, 2014 and the Boy's Interstate Basketball Tournament to be held March 27-28, 2014. The girls weekend dates have changed to encourage older girls to participate before their school basketball program starts. Motion made by Jones to fund the event with \$4,000. Seconded by Sahli. Vote, motion passed.

Other Business:

Metz informed the board of other information including the city reimbursement check, evaluation forms, and SIC Codes. The board discussed the state bowling tournament and how they felt the attendance was. Overall, it was a good draw to the town, but the organizer could have encouraged participants to ask for discounted rates when they booked their rooms as there were no room blocks in place. Metz discussed a need to re-evaluate the rules and requirements for funding applications as the BID II fund was mentioned during a city council meeting. Metz will work on changes to the application and will be discussed at July's meeting.

Adjourn:

Barrus adjourned the meeting.