



Board of Directors
Tuesday, November 19, 2014
12pm – AmericInn

Present:

Sabrina Metz, Heather Sahli, Brenda Moore, Kari Lozenski, Diana Ketterling, Christi Barrus, Randy Grismer and Bryana Darling. Guest: Dave Penczek.

Excused:

Chris Podoll, Michelle Jones, Chris Dohrer, Mark Remily, and Carrie Welk.

Call to Order:

The meeting was called to order by Barrus.

Approval of October 2014 Minutes:

Motion by Sahli to approve minutes. Seconded by Darling. Vote, motion passed.

Approval of October 2014 Financials:

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

Presentation:

12:15pm – Darryl Nordquist with Special Olympics requested \$3,000 for the 2015 Special Olympics State Bowling Tournament, and \$5,000 per year for 2016-2018 State tournaments. The Special Olympics Bowling Tournaments have been held in Aberdeen for roughly 20 years, and the cost of hosting the tournaments has increased. Grismer made a motion to fund the 2015 tournament with \$3,000. Sahli seconded. Vote, motion passed. Grismer made a motion to fund the 2016-2018 bowling tournaments with a one-time payment of \$15,000 to Special Olympics for them to use as they see fit, with the stipulation that the 2016, 2017, and 2018 bowling tournaments would not be sent out for bid. Seconded by Darling. Vote, motion passed.

12:30pm – Media One, a full service marketing agency presented on the 2015 marketing campaign for the BID II. This group would like to focus on target marketing, focus groups, closing the loop, and package deals as incentives. Grismer asked them to elaborate on other ways the group works on closing the loop. Media One had various ideas including email blasts, call to actions, registration, and in-house surveys.

1:30pm – Production Monkeys, a design firm, presented on the Million Dollar Bird campaign for 2015. The group was asked to find ways to refresh the contest. Ideas included an Instant Win prize element that could create more buzz and community involvement with the event; and a bingo punch card that

would encourage local businesses to help promote the contest. A new creative design was also presented. The group discussed the new creative and potential instant win prizes.

2015 Marketing Campaign RFP

The board discussed options for the 2015 marketing campaign. The board agreed that they felt that Click Rain and Production Monkeys would be agencies they would like to work with for the coming year. Grismer made a motion to award the design and web development aspects of the campaign to Productions Monkey. Sahli seconded. Vote, motion passed. Sahli made a motion to award digital placement to Click Rain, and any traditional media placement to a third party via Click Rain. Darling seconded. Vote, motion passed.

Million Dollar Bird Drawing Event & Updates

Metz requested suggestions on a venue to hold the Million Dollar Bird Drawing event. The Ward Hotel has been the host of the event in previous years, but they are no longer an active member of the Hotel Alliance. Grismer would like the event to stay at the Ward if it is still cost efficient, but would also check availability at the Ramkota. Lozenski suggested the AmericInn may also have availability if the Ward is not an option. Metz will discuss hosting the event with the Ward, and will work on setting up the event, and let the board know of the venue, date, time, and activities. Metz informed the board that year to date, 35 bands have been turned in.

Other Business:

Metz informed the board of a recap request from the NESD Celtic Faire. Metz also requested an official vote on funding for the Elk's Lodge Kid's Christmas Party. The board had agreed to fund the event up to \$2,000 but will not meet again until after the event has been held. Grismer made a motion to fund the event for \$2,000. Sahli seconded. Vote, motion passed. Grismer requested that the board entertain a presentation from Julie Johnson who would like to lobby on behalf of the Hotel Alliance for the upcoming legislative session. Grismer feels there may possibly be a number of issues that could pertain to the interests of the Hotel Alliance. The board discussed, and would like Johnson to present in December. The board requested moving the December meeting from 12pm to 3pm, so the group could have a holiday party after the meeting. Metz will call upcoming presenters and reschedule to accommodate this request.

Adjourn:

Barrus adjourned the meeting.