



Board of Directors
Tuesday, October 21, 2014
12pm – Ramkota

Present:

Sabrina Metz, Michelle Jones, Heather Sahli, Brenda Moore, Kari Lozenski, Mark Remily, Christi Barrus, and Bryana Darling. Guest: Jason Welk

Excused:

Chris Podoll, Chris Dohrer, Diana Ketterling, Carrie Welk, and Randy Grismer.

Call to Order:

The meeting was called to order by Barrus.

Approval of September 2014 Minutes:

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

Approval of September 2014 Financials:

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

Check Presentations:

Arts Council
Aberdeen Oktoberfest

Presentation:

12:00pm – Amy Scott and Sonje Oban with the Brown County Fair presented their evaluation of the 2014 Brown County Fair. This year, the BCF had an outstanding turnout, and revenue was over \$1 million. There will be some changes with the ticketing company for next year, and they are looking at managing the Wednesday event and include it into the ticket package.

12:15pm – Steve Kehm with NSU Soccer requested \$7,000 for two upcoming events. He would like \$2,000 for the NSU Futsal Tournament to be held February 20-23 and \$5,000 for the NSU Youth Soccer Tournament on February 27-March 1. Motion made by Jones to fund the two events for a total of \$7,000. Seconded by Lozenski. Vote, motion passed.

12:30pm – Click Rain, a digital marketing agency presented on the 2015 marketing campaign for the BID II. This group focuses on retargeting, email campaigns, transitional ads, A/B testing, and marketing automation. Metz questioned if the group does in house design work. Click Rain has 3 designers in house and also works with other agencies for traditional media. The board had no questions for the group.

1:30pm – Epicosity, a hybrid marketing agency, presented on the 2015 marketing campaign for the BID II. This group does both traditional and digital marketing, but their main focus is on video production. Welk questioned what the agency thinks of the current marketing campaign for 2014. Epicosity feels that they could tweak the current marketing to suite the BID II's plan of work better, and could also look at creating a CMS for the current websites.

L&S Shoulder Season Mid-Campaign Report:

Metz presented numbers for the digital campaign for shoulder season. Right now, the numbers are not trending well, and they are halfway through the campaign.

Funding Requests:

Metz informed the board that she approved The Pulse Movement for \$1,000. This group will have the Newsboys as the headlining act this year, and the Hotel Alliance will be on all marketing elements. Metz discussed changes to the Special Olympics bowling request. The board agreed that Special Olympics could use the \$1,000 check designated for 2015 as part of their funds for the 2014 event. The board would like to see a new application for 2015 to help with event, and will also entertain the 2016-2018 bid for Special Olympics in Aberdeen. Metz discussed with the board the new Melgaard park disc golf course. Josh Andrews had previously requested funding for events with the disc golf course at Richmond Lake. The board informed Andrews to request funding for the disc golf course in Aberdeen when it had been built. Andrews will present an application for funding in November for this new course.

Other Business:

Metz informed the board of a recap request from the BCF Jackpot Market Goatshow.

Adjourn:

Barrus adjourned the meeting.