



Board of Directors
Tuesday, January 26, 2015
12pm – AmericInn

Present:

Sabrina Metz, Bryana Darling, Randy Grismer, Kari Lozenski, Heather Sahli, Michelle Jones, Sarah Kuntz, Jen Ohare, Jerry Glatt, and Brenda Moore. Guests: Evan Nolte and Terrelle Walker

Excused:

Chris Podoll, Jason Welk, Mark Remily, Donna Wahlfedt, and Carrie Welk.

Call to Order:

The meeting was called to order by Sahli.

Approval of December 2015 Minutes:

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

Approval of December 2015 Financials:

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

Pictures:

Boys and Girls Club
South Dakota Film Festival
Hub City Soccer

Presentations:

12:15pm – Scott Kuck with the Aberdeen Swim Club requested \$5,000 for the State Swim meet that will be held at the end of February in Aberdeen. The meet was originally scheduled for Sioux Falls, however the town could not host the meet this year. This event brings in 500 swimmers and runs from Friday afternoon to Sunday evening. A motion was made by Darling to fund the event with \$5,000. Seconded by Lozenski. Vote, motion passed.

12:30pm – Dawn Lemer with the Aberdeen Softball Association requested \$2,000 to help secure the 2017 State Women's Slow-pitch Tournament in Aberdeen. Aberdeen has not hosted this event since 2012 and it rotates between locations in the state. Aberdeen is competing against seven other communities to secure one of two locations for the event to be held at the end of July. A motion was made by Grismer to fund the bid request with \$2,000. Seconded by Lozenski. Vote, motion passed. Grismer agreed to comp a handful of hotel rooms for the group to help with the bid process.

2015 Marketing Wrap-up and 2016 Marketing Update

12:45pm – Eric Ellefson with Click Rain spoke about the Million Dollar Bird Hunt Giveaway winner, and the winner of the banded bird for the shoulder season marketing campaign. Click Rail will contact the winners, send out social media posts, and alert the media about the finalization of this campaign. Ellefson discussed strategy for 2016 peak campaign and will have a plan of action for the February board meeting with late March start date.

Legislative Session Update

Metz asked Grismer to present information about HB 1075 and the AHA's position at this point. Grismer will inform the board of any changes about this bill. Metz mentioned that a legislator was looking for information on the Aberdeen BID city ordinance and Metz forwarded Johnson a copy of ours.

Community Champions Luncheon

The board discussed options for the recipient of the Spotlight Award that the AHA awards every year. Metz let the board know she has had a few requests for the Celtic Faire. The board also agreed that Special Olympics was deserving of this award. A motion was made by Jones to award both Celtic Faire and Special Olympics with the Spotlight Award. Seconded by Kuntz. Vote, motion passed. Grismer will present the awards at the Community Champions Luncheon.

Other Business:

Metz discussed SIC codes, BID II collections, the CVB activity report and the upcoming meeting dates for the BID II in 2016. Moore informed the board on a transgender issue that is going on during this legislative session. Moore also reminded the BID II of the upcoming cheer and dance state competition that is scheduled for opening hunting season.

Adjourn:

Sahli adjourned the meeting.