



**Board of Directors  
Tuesday, March 15, 2016  
12pm – Super 8 East**

**Present:**

Sabrina Metz, Bryana Darling, Heather Sahli, Michelle Jones, Sarah Kuntz, Jerry Glatt, Jason Welk, and Donna Wahlfedt. Guests: Doug Johnson and Jackie Witlock.

**Excused:**

Chris Podoll, Randy Grismer, Jen Ohare, Kari Lozenski, and Mark Remily.

**Call to Order:**

The meeting was called to order by Sahli.

**Approval of February 2016 Minutes:**

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

**Approval of February 2016 Financials:**

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

**Pictures:**

ABATE/FM Crusaders  
Loud Throttle Rally Fest  
Senior Games

**Presentations:**

12:15pm – Kelly Weaver and Ann Nagel with Aberdeen Drift Busters requested \$1,700 for their convention in November 2016. Out of 25 groups throughout the state, there are 5 that normally host the convention. A motion was made by Darling to fund the event with \$1,700. Seconded by Kuntz. Vote, motion carried.

12:30pm – Adam St Paul with the Aberdeen Curling Club requested \$2,800 for the Bonspiel scheduled for April 15-17 at the Odde Ice Arena. This is the club's second tournament, but first one to be held in Aberdeen. The club is looking at having 20 teams come from around the area, and want to grow to more groups in the future. A motion was made by Welk to fund the event with \$2,000. Seconded by Wahlfedt. Vote, motion carried.

12:45pm – Stacy Braun and Dave Eckert with Storybook Land Festival requested \$8,000 for their event in July. This is the first year that they have had a larger entertainment act along with a larger known author. They have grown the event from 1,700 participants to now over 5,200. This event brings in

people from at least 17 different states. A motion was made by Darling to fund the event with \$5,000. Seconded by Welk. Vote, motion carried. A second request was made by Braun for the Aberdeen Area Arts Council's Arts in the Park event. They are working at expanding their marketing and signage again this year. A motion was made by Welk to fund the event with \$2,520. Seconded by Wahfeldt. Vote, motion carried.

1:00pm – Doug Johnson and Jackie Witlock requested \$7,500 for the 40<sup>th</sup> Anniversary of Storybook Land Festival. Parks & Recreation along with Sertoma Club are organizing some larger events to take place during the summer for the anniversary. A motion was made by Welk to fund the event with \$7,500. Seconded by Darling. Vote, motion carried.

### **Click Rain Marketing Presentation**

A phone conference was held with Click Rain to discuss updates to the 2016 Peak Season Marketing Plan. After consideration, the group is looking at creating a Vacation Like Royalty campaign that will allow one child under the age of 12 to win a weekend getaway to Aberdeen, where they will be crowned the king/queen of storybook land and receive the royal treatment. This event will tie in with the 40<sup>th</sup> anniversary of SBL. The campaign will also include a surprise and delight element where hotels and businesses will hand out free gift certificates to vacationing families in Aberdeen for the summer. The BID II board agreed with the campaign, and Click Rain will move forward with this strategy.

### **Legislative Session Update**

Julie Johnson gave a wrap up of the 2016 legislative session which included information about the SD Tourism Budget, Waterfowl Licenses, Fishing Tournament Liabilities, Alcohol on Campus, Uber, County Sales Tax, and Recreation Districts. Other issues included education funding, property taxes, non-profit corporation, opening meeting laws, and contracts with state internal controls.

### **Other Business:**

Metz discussed Event evaluation, SIC Codes, BID II collections, and the CVB Activity report. A discussion was held early on in the meeting about how funding is dispersed to various organizations. Welk questioned having a rubik's key to decide how much each group receives. Metz said she would look into options, but most requests are on a case by case basis, and requests shouldn't be compared to one another. Metz discussed rooms for State B Boys Basketball and AAU Wrestling. All room requests for basketball had been placed, and the CVB has a call list for AAU wrestling. Hotels can direct people to the CVB for additional housing, and Metz agreed to forward the link onto hoteliers so they could also direct guests to the information.

### **Adjourn:**

Sahli adjourned the meeting.