

Unapproved Minutes  
City Of Vermillion  
Business Improvement District No. 1 Board  
November 19, 2014  
Wednesday - 2:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Wednesday, November 19, 2014 at 2:00 p.m. at the City Hall second floor conference room by Vice Chairman Peterson.

#### 1. Roll Call

Present: Amy Christensen, Joe Eckert, David Herbster, James Peterson, Nathan Welch ex-officio, Mike Carlson ex-officio

Absent: Dan Kenton

Also Present: John Prescott,

#### 2. Adoption of Agenda

14-14

David Herbster moved approval of the agenda. Joe Eckert seconded the motion. Motion carried 4 to 0. Vice Chairman Peterson declared the motion adopted.

#### 3. Minutes

##### A. Minutes of August 7, 2014

15-14

Joe Eckert moved approval of the August 7, 2014 minutes. David Herbster seconded the motion. Motion carried 4 to 0. Vice Chairman Peterson declared the motion adopted.

#### 4. New Business

##### A. Report on Year to Date Receipts.

Mike Carlson reported that the receipts for the first four months totaled \$24,898 averaging just over 51% occupancy for the period. Discussion followed.

##### B. Recommendation to transfer budgeted 2014 funding to VCDC

John Prescott, City Manager, reported the City Council adopted the budget recommendation of the BID Board for \$15,000 for advertising and promotion for 2014 and \$35,750 for 2015. John stated that no payment has been made to the VCDC of these amounts pending report to the BID Board. Nate Welch, VCDC Executive Director, updated the board of the spending by the VCDC

on advertising and promotion along with providing examples. Nate stated that the VCDC is currently reviewing its budget for 2015 as to what amounts are to be expended on what types of advertising and promotion as well as the amount of staff time. Nate stated that if there is funding available from the BID board that the promotion and staffing can be adjusted to reflect the increased funds. Discussion followed on the advertising and promotion funding with the consensus that the 2014 budget of \$15,000 be paid to the VCDC. Discussion followed on the 2015 budget amount.

16-14

Joe Eckert moved that the 2015 advertising and promotion budget be paid to the VCDC on quarterly bases as a percentage of collections to the budget. Dave Herbster seconded the motion. Motion carried 4 to 0. Vice Chairman Peterson declared the motion adopted.

Dave Herbster reported on contacts made to local sports associations/groups. Discussion followed on sports authority or other agency to help coordinate events in the community. The discussion included Nate explaining how the VCDC could serve as a conduit to associations or groups in conducting larger events noting that it is more than just sports events to be considered. Vice Chairman Peterson noted that this is good discussion and that we can continue this at the next meeting.

#### C. Election of Officers

John Prescott, City Manager, reported that the City Council has reappointed Dan Kenton and Jim Peterson to three year terms on the BID board. As the election was a year ago the board should conduct an election. John noted that when Dan Kenton notified him that he would be unable to attend the meeting that he would serve as chairman if the board elected him.

Vice Chairman Peterson opened nominations for Chairman. Discussion followed.

17-14

Joe Eckert nominated the same slate of officers with Dan Kenton - Chairman, Jim Peterson - Vice Chairman and Amy Christensen - Secretary. Amy Christensen seconded the motion. Motion carried 4 to 0. Vice Chairman Peterson declared the motion adopted.

Next meeting. The consensus of the Board was to schedule a meeting for the January.

#### 6. Adjourn

18-14

Amy Christensen moved to adjourn the meeting at 3:08 p.m. Dave Herbster seconded the motion. Motion carried 4 to 0. Vice Chairman Peterson declared the motion adopted.

Dated at Vermillion, South Dakota this 19<sup>th</sup> day of November, 2014.

City of Vermillion

Business Improvement District Board

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Jim Peterson, Vice Chairman

Attest:

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Amy Christensen, Secretary