

Unapproved Minutes
City Of Vermillion
Business Improvement District No. 1 Board
December 12, 2013
Thursday - 3:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Thursday, December 12, 2013 at 3:00 p.m. at the City Hall first floor conference room by Chairman Kenton.

1. Roll Call

Present: Amy Christensen, Joe Eckert, Dan Kenton, James Peterson (arrived 3:07), Steve Howe ex-officio (arrived at 3:09), Mike Carlson ex-officio

Absent: David Herbster

Also Present: John Prescott,

2. Adoption of Agenda

4-13

Amy Christensen moved approval of the agenda. Joe Eckert seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

3. Minutes

A. Minutes of December 2, 2013

5-13

Joe Eckert moved approval of the December 2, 2013 minutes. Amy Christensen seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

James Peterson arrived at 3:07 p.m.

4. Old Business

A. Potential use of BID funds (continued)

John Prescott, City Manager, reviewed the information compiled of revenues and uses of BID funds from other cities in South Dakota. Discussion followed on the summary report and on potential uses of BID funds.

B. Continue discussion from December 2, 2013 meeting.

Chairman Kenton started the discussion noting that the board will need to develop a plan for the use of the potential funds, and then determine if the board wants to recommend to the City Council to

move forward with the lodging fee. Discussion followed on potential uses of the BID funds including incentives to groups/organizations for multi night stay events. Discussion followed on what are the current events in the community that fill the motel rooms. Steve Howe stated that the Chamber of Commerce and Development Company (VCDC) could develop a list of activities and events in the area.

Steve Howe reviewed the current promotion conducted by the Convention Visitors Bureau of the VCDC noting that additional efforts could be made to increase events or visitors to the community. The committee discussed potential events or activities to increase or extend stays such as bus tours, tournaments, sporting events and extending current events. Discussion followed on developing an inventory of amenities that could be packaged to increase stays or extend stays.

The committee discussed as a start for a plan to begin with an objective:

- Objective: To create or extend stays in Vermillion
- Promote and advertize these events
- Package activities to extend stays
- Incentives to organizations that bring events
- Review creation of sports authority

5. New Business

A. Set next meeting date.

The committee reviewed objectives for next meeting that included Steve and John presenting a sample plan to refine, VCDC report of inventory of events and activities in the area.

Chairman Kenton asked the members for suggestions for the next meeting. Discussion followed with the recommendation of January 16th at a time to be determined. John Prescott stated that he would send an e-mail to all members to check their schedules for a possible time.

6. Adjourn

6-13

Jim Peterson moved to adjourn the meeting at 4:08 p.m. Amy Christensen seconded the motion. Motion carried 4 to 0. Chairman Kenton declared the motion adopted.

Dated at Vermillion, South Dakota this 12th day of December, 2013.

City of Vermillion
Business Improvement District Board

Dan Kenton, Chairman

Attest:

Amy Christensen, Secretary

