

Unapproved Minutes
City Of Vermillion
Business Improvement District No. 1 Board
January 27, 2015
Wednesday - 2:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Tuesday, January 27, 2015 at 2:00 p.m. at the City Hall second floor conference room by Chairman Kenton.

1. Roll Call

Present: Amy Christensen, Joe Eckert, David Herbster, James Peterson, Dan Kenton, Nathan Welch ex-officio (by speaker phone), Mike Carlson ex-officio

Also Present: John Prescott,

2. Adoption of Agenda

1-15

David Herbster moved approval of the agenda. Jim Peterson seconded the motion. Motion carried 5 to 0. Chairman Kenton declared the motion adopted.

3. Minutes

A. Minutes of November 19, 2014

2-15

Jim Peterson moved approval of the November 19, 2014 minutes. David Herbster seconded the motion. Motion carried 5 to 0. Chairman Kenton declared the motion adopted.

4. Old Business

A. Review intent of percentage transfer to VCDC or 2015 Advertising and Promotion Budget

Jim Peterson wanted to clarify the action of last meeting on the amount that was going to be paid to the VCDC for advertising and promotion on a quarterly basis. Was it to be 85% of the total revenue (\$71,500) or 85% of the \$35,750 budgeted for advertising and promotion for 2015? Nate reviewing the goals included in the VCDC Visitor & Tourism Strategic Plan. Nate noted the plan is to find ways to get heads in beds. Nate included a proposed budget for the Visitor & Tourism strategic plan for 2015. Discussion followed for a part time sports authority position and a similar position for the arts. Nate noted that the strategic plan included goals for the sports authority and promotion of the arts events. Discussion followed on if the BID Board would accept direct funding requests with the consensus that these requests come through the VCDC. Nate noted that as part of the strategic plan he would suggest that the BID Board consider hiring a consultant to determine where the VCDC should best spend the promotion resources. This is

an attempt to get the most return on the promotion expenditures. Nate stated the cost could range from \$18,000 to \$38,000 depending upon the scope. Discussion followed with the BID Board requesting that Nate make a presentation to the VCDC Board to see if they would want to share in the cost.

On the funding it was the consensus of the BID Board that the VCDC be provided 85% of the \$35,750 budgeted for advertising and promotion on a quarterly basis.

New Business

A. Report on year to date receipts.

Mike Carlson reported a summary of the year to date receipts was included.

3-15

Jim Peterson moved to accept the year to date receipts report. Amy Christensen seconded the motion. Motion carried 5 to 0. Chairman Kenton declared the motion adopted.

B. VCDC use of BID Funds

Chairman Kenton stated that this was discussed in the previous agenda item and would be identified in the Visitor & Tourism Strategic Plan document.

Next meeting. The consensus of the Board was to schedule a meeting following receiving any additional information from the VCDC on sharing the cost of a study.

6. Adjourn

4-15

Joe Eckert moved to adjourn the meeting at 3:00 p.m. Jim Peterson seconded the motion. Motion carried 5 to 0. Chairman Kenton declared the motion adopted.

Dated at Vermillion, South Dakota this 26th day of January, 2015.

City of Vermillion
Business Improvement District Board

Dan Kenton, Chairman

Attest:

Amy Christensen, Secretary