

Unapproved Minutes
City Of Vermillion
Business Improvement District No. 1 Board
February 24, 2015
Tuesday - 10:00 a.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Tuesday, February 24, 2015 at 10:00 a.m. at the City Hall second floor conference room by Chairman Kenton.

1. Roll Call

Present: Joe Eckert, David Herbster, Dan Kenton, Nathan Welch ex-officio, Mike Carlson ex-officio

Absent: Amy Christensen, James Peterson

Also Present: John Prescott, representing the VCDC Visitor and Tourism Committee Jim Brady, Mary Merrigan and Jack Powell

2. Adoption of Agenda

5-15

David Herbster 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 January 27, 2015

6-15

Joe Eckert moved approval of the January 27, 2015 minutes. David Herbster seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

4. Old Business - None

New Business

A. Meet with VCDC Visitor and Tourism Committee to discuss community vision of Visitor and Tourism

Nate Welch, Executive Director of the VCDC, stated he wanted to update the BID Board on the activities of the VCDC Visitor and Tourism Committee. Nate provided some history of the VCDC investment in community advertising and promotion. Nate reviewed what the Visitor and Tourism Committee would accomplish with additional funding from the BID Board. Nate reviewed the Strategic Plan for the Visitor and Tourism Committee along with a marketing study

proposal. The strategic plan had five objectives being 1. Encourage a broader Vermillion vision of becoming the Art & Culture Capital of SD, 2. Cultural Amenities, 3. Outdoor Amenities, 4. Creation of local Sports Authority, and 5. Community Amenities to Education Visitor. Nate reviewed the budget for the proposal that requested 85% of the BID revenue or \$60,000 with expenses that included a half time employee salary. Nate reviewed the marketing study proposal stating phase 1 is a stakeholder strategy session, phase 2 Audience Analysis and phase 3 perception study for a total investment of \$33,800 to \$38,800. Nate reported the complete proposal would be 85% of total BID annual revenues estimated at \$60,000 per year for the Visitor and Tourism budget and for the market study \$20,000 from the 2014 remaining BID funds and \$5,000 from the 15% remaining 2015 BID collections with \$15,000 from the VCDC. Nate noted that if possible he would like a two year commitment from the BID Board to assist with planning programming.

Discussion followed noting that the BID Board would need to recommend any changes in the budget to the City Council for approval. The discussion noted the benefit to the community of increased visitors. Joe Eckert stressed the need to create a local sports authority and also the need to support the arts and cultural activities. Discussion followed on the VCDC Visitor and Tourism proposal, market study proposal and sports authority.

7-15

Dave Herbster moved that the BID Board recommend to the City Council that the BID 2015 budget have 85% of the revenue (estimated at \$60,000) go to the VCDC to fund the Visitor and Tourism strategic plan as presented noting that this commitment will continue for 2016 and to fund the marketing study proposal from \$20,000 from the 2014 unexpended balance and \$5,000 from the 2015 budget (15% remaining). Dan Kenton seconded the motion. Discussion followed on the funding for the sports authority and arts. Motion carried 2 to 1. Chairman Kenton declared the motion adopted. Joe Eckert explained he would like to see a separate sports authority that in the future could be self supporting from revenues generated from events or at least a specific percentage of funding allocated for use of a sports authority.

6. Adjourn

8-15

Joe Eckert moved to adjourn the meeting at 11:13 a.m. Dave Herbster seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

Dated at Vermillion, South Dakota this 24th day of February, 2015.

City of Vermillion
Business Improvement District Board

Dan Kenton, Chairman

Attest:

Amy Christensen, Secretary