

Unapproved Minutes
City Of Vermillion
Business Improvement District No. 1 Board
June 23, 2015
Tuesday - 3:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Tuesday, June 23, 2015 at 3:00 p.m. at the City Hall second floor conference room by Vice Chairman Peterson.

1. Roll Call

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

Absent: Joe Eckert, Dan Kenton

Also Present: John Prescott, Tim Bellis

2. Adoption of Agenda

9-15

David Herbster moved approval of the agenda. Amy Christensen seconded the motion. Roll Call; Amy Christensen – Yes, David Herbster – Yes, Jim Peterson – Yes. Motion carried 3 to 0. Vice Chairman Peterson declared the motion adopted.

3. Minutes

A. Minutes of February 24, 2015

10-15

David Herbster moved approval of the February 24, 2015 minutes. Amy Christensen seconded the motion. Roll Call; Amy Christensen – Yes, David Herbster – Yes, Jim Peterson – Yes. Motion carried 3 to 0. Vice Chairman Peterson declared the motion adopted.

4. Old Business - None

New Business

A. Introduction of Tim Bellis, VCDC Tourism & Marketing Coordinator

Nate Welch, Executive Director of the VCDC, introduced Tim Bellis as the Tourism & Marketing Coordinator who started in June. Nate provided background information on Tim noting that he will be implementing the strategic plan as presented to the BID Board last meeting. Tim answered questions of the BID Board members.

Upon request Nate Welch updated the board on the marketing plan and brand assessment that will be implemented in the next two months. Nate answered questions on the marketing plan and brand assessment.

B. Report on 2014-2015 Receipts

Mike Carlson, Finance Officer, provided a report that listed the monthly receipts from June 2014 through May 2015. The board discussed the report noting the months with lower occupancy levels.

C. Review of Budget for 2016

Mike Carlson, Finance Officer, provided a report on the budget vs. actual for 2014, the 2015 Budget with the amendments made at the last meeting providing 85% of collections to the VCDC with \$20,000 from reserve and \$5,000 current year revenues for the VCDC Marketing Study. Mike noted that for 2016 the proposed budget was left the same as 2015 with revenues of \$71,500 and expenses of 85% of collections for the VCDC for promotion as outlined in the strategic plan. Mike noted that the budget revenues are above where the first year of revenues but the expenses are a percentage of revenue to prevent overspending. Discussion followed on the budget. John Prescott noted that the agenda for this meeting was sent to the motels as the budget was being discussed.

11-15

Amy Christensen moved to recommend to the Vermillion City Council the 2016 proposed budget as presented for the Business Improvement District. David Herbster seconded the motion. Discussion followed. Roll Call; Amy Christensen – Yes, David Herbster – Yes, Jim Peterson – Yes. Motion carried 3 to 0. Vice Chairman Peterson declared the motion adopted.

6. Adjourn

12-15

Amy Christensen moved to adjourn the meeting at 3:27 p.m. David Herbster seconded the motion. Roll Call; Amy Christensen – Yes, David Herbster – Yes, Jim Peterson – Yes. Motion carried 3 to 0. Vice Chairman Peterson declared the motion adopted.

Dated at Vermillion, South Dakota this 23rd day of June, 2015.

City of Vermillion
Business Improvement District Board

Jim Peterson, Vice Chairman

Attest:

Amy Christensen, Secretary