



Business Improvement District Board Agenda

2:00 p.m. Meeting

Wednesday, November 19, 2014

2nd Floor Large Conference Room -City Hall

25 Center Street

Vermillion, South Dakota 57069

1. Call to Order

- a. Roll Call

2. Adoption of Agenda

3. Minutes

- a. August 7, 2014

4. New Business

- a. Report on year to date receipts
- b. Recommendation to transfer budgeted 2014 funding to VCDC
- c. Election of Officers

5. Adjourn

Unapproved Minutes
City Of Vermillion
Business Improvement District No. 1 Board
August 7, 2014
Thursday - 2:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Thursday, August 7, 2014 at 2:00 p.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,

2. Adoption of Agenda

10-14

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 February 20, 2014

11-14

Joe Eckert moved approval of the February 20, 2014 minutes. David Herbster seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

4. Old Business - None

5. New Business

A. Valiant Vineyard election to participate.

Mike Carlson reported on the receipt of a letter from Valiant Vineyard whereby they have elected to participate in the Business Improvement District and included the room fees for June with the letter.

B. Report on June receipts.

Mike Carlson reported the June BID receipts total \$6,236 with an average occupancy of 52.76% for the month. Joe Eckert stated the summer is busy but noted we need to find ways to build occupancy during the off season.

John Prescott stated that he has had two inquiries about funding from the BID Board the first being from Larry Schou, Dean of USD Fine Arts, was requesting assistance for an event in February. John noted that Larry had indicated that the promotion for the event was just going to be local with the cast staying with host families. The second was with the Shrine to Music Museum looking to host a national traveling exhibit recognizing the 400 anniversary of Shakespeare death. John stated that there would be only one exhibit per state and that it would be scheduled for some time in 2016. John noted the request did not include an amount.

There was discussion on how the BID fee was being explained to customers. After discussion John stated that he would develop an information sheet and send it out to the Board members for review. He noted that this information would be sent to the local motels.

John Prescott stated that David Raabe has asked about addressing the BID Board to request a change in the ordinance to exempt smaller motels. John stated that in researching the cities with BID Districts five do not make any exemptions while the other eight or nine provide exemptions for motels with less than a certain number of rooms. John stated that Rapid City exempts motels with less than 50 rooms. Discussion followed noting that the recommendation was to try the fee for year to eighteen months and review if changes would be needed at that time.

C. Review of Budget for 2014-2015

Mike Carlson reported one duty of the Board is to make a recommendation on an annual budget to the City Council. Mike handed out a proposed budget with revenues based upon an estimated 50% occupancy. The expenses for promotion and marketing were projected at 85% of the revenues and for 2014 this was reduced by two months revenue as the monthly fee is not past due until the 20th of the following month. Discussion followed on the promotion and marketing with Nathan Welch stating the BID funds would enhance the Convention and Visitors Bureau marketing efforts and the VCDC could coordinate the local activities within the community. Nathan asked the Board if there were any specific areas they wanted to address. Mike noted that it was proposed that the City would pass the BID promotion and marketing funds to the VCDC for expenditures within the guidelines established by the BID Board.

Discussion followed with Joe Eckert suggesting that a percentage of the funds be used to fund a local sports authority. The sports authority would work to promote regional sporting events and tournaments within the community that would increase the number of visitors. Dave Herbster stated that he would make contact with local sports groups to determine what they could host locally and what we needed locally to host such events.

Discussion followed on the proposed budget for promotion and marketing as well as funding for the sports authority. Nathan stated that the VCDC may be able to assist in both areas by coordinating the sports authority activities with the Convention Visitors Bureau. Discussion was to adjust the Promotion and Marketing on the proposed budget for 2014 to \$15,000 and 2015 to

\$35,750 with the balance of the funds to remain available for possible funding for a sports authority.

12-14

Dave Herbster moved that the Board recommend to the City Council the budget with the Promotion and Marketing for 2014 of \$15,000 and for 2015 of \$35,750 with the balance of the revenues received less the collection fee being held in reserve. Joe Eckert seconded the motion. Discussion followed with Dave stating he will make the contacts with the local sporting groups and Nathan would provide information on sports authority and proposed promotion and marketing at the next meeting. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

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

6. Adjourn

13-14

Joe Eckert moved to adjourn the meeting at 3:21 p.m. Dave Herbster seconded the motion. Motion carried 3 to 0. Chairman Kenton declared the motion adopted.

Dated at Vermillion, South Dakota this 7th day of August, 2014.

City of Vermillion
Business Improvement District Board

Dan Kenton, Chairman

Attest:

Amy Christensen, Secretary

City of Vermillion
 Business Improvement District Number 1 Receipts
 For June 1, 2014 to December 31, 2014

Summary 2014

	June	July	August	September	Total
Total Room subject to tax	3,118	3,291	2,936	3,104	12,449
Occupancy tax rate	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00
Total Occupancy tax for month	<u>\$ 6,236</u>	<u>\$ 6,582</u>	<u>\$ 5,872</u>	<u>\$ 6,208</u>	<u>\$ 24,898</u>
					\$ 24,898
Percentage Occupancy	52.76%	53.89%	48.08%	52.52%	