



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
October 2, 2024

1. Call to Order

Meeting called to order by: Mayor Hanson @ 3:00 PM

BID #4 Board Members present: Austen Iverson, Jason Bradley, Connie Ward, Deb Geyer, Mayor Hanson, Tim Smith, and Jeff Smith

BID #4 Board Members absent: Andy Chaudhari and Sam Chaudhari

City staff present: Aaron Hieb, Justin Johnson, and Stephanie Ellwein.

Others present: Jerry Thomsen, Dave Helleloid, and Bobbi

2. Approval of Minutes

Motion: Motion was made by Austen Iverson to approve the previous minutes as presented and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

3. Financial Report

Aaron Hieb reviewed the SEA Financials as of 9.6.24 and provided some current updates.

SEA Revenue for 2024 is \$150,000. Current Expenses, updated, \$85,150. Current Available SEA Fund Balance, updated, \$64,850.

The total Room Nights Sold through August is 95,240.

Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report Financial Summary as of October 31st, 2024.

The current, YTD collection of the \$2.00 Hotel Occupancy Tax is \$209,797.50.

Supplemental Appropriations are done twice a year, so the additional \$50,000 to SEA Revenue and the \$30,000 to the Dakota Riptide debt service towards the indoor pool will be updated later this year, 2024.

The 2025 budget reflects, so far, the \$150,000 designated to the Sports & Events Authority, along with the \$30,000 towards the Dakota Riptide debt service towards the indoor pool.

The Other Financing Sources - From General Fund = \$103,277.00 was the remaining balance

in SEA before the establishment of the BID #4, which is earmarked for SEA.

Motion: Motion was made by Jeff Smith to approve the financial report as presented and seconded by Jason Bradley. All members voted 'Aye' and the motion passed.

4. Citizen's Input

No citizen's input at this time.

5. Discussion Items

A. Q&A Regarding the 2025 Budget

\$150,000 has been designated to the Sports & Events Authority for FY 2025.

\$30,000 has been designated towards the Dakota Riptide debt service to the indoor pool for FY 2025.

The remaining balance, out of the \$150,000, at the end of 2024 in the SEA Revenue can be moved into the SEA budget for 2025, if the Board feels necessary. This item will be discussed more in the next BID #4 Board meeting.

Special Olympics consideration and bidding process was discussed. Mitchell hosts the State Basketball in March 2025 and the State Fall Classic in September 2026 and 2027. Mitchell is on the list for consideration to host these events in the future. The Special Olympics will be working on these soon, and they appreciate the support from the Sports Authority!!

Other discussion items:

- The BID #4 agenda and packet has been and will continue to be emailed to the BID #4 Board as well as the remaining hotels included in the district.
- Jerry Thomsen, with the assistance of Aaron Hieb, will put together a survey that will be distributed by the end of October to the remaining hotel owners in the district.
 - This survey will work as a communication tool to make sure all hotels within the district are communicated to and given the opportunity to provide their input, such as:
 - What would hotel owners like to see going forward with BID #4?
 - Suggestions on where to direct funding (Direct promotion, Capital-Facility Enhancement, Ways to generate off-season hotel room nights sold, etc.)
- CVB receives Entertainment Tax dollars towards marketing.
 - The BID #4 Board recommended a representative from CVB attend the next meeting to share their marketing plan and ideas for 2025.
- Researching and looking into a couple event recruitment platforms that would provide leads to events suitable based on your cities amenities and facilities.
 - Sports Tourism Index/Scout (Jon Schmieder) did conduct a meeting with the SEA a few years ago providing information about the platform and suggestions/ideas for Mitchell, SD event recruitment.
 - Aaron will reach out to and put together a spreadsheet comparing two

- event recruitment platforms to share and review in the next meeting.
- Comparing Business Improvement Districts - Hotel Occupancy Tax throughout South Dakota (How many/What cities, ordinances on how to spend \$)
 - Aaron will put together a comparison Excel spreadsheet to present and share at the next meeting.

B. Two Board Member(s) Terms Expiring at the End of the Year

This agenda item was for informational purposes since the BID #4 Board Ordinance was established with staggering terms, and the first members up for re-appointment are Tim Smith and Austen Iverson.

C. Determine Next Meeting Date

Aaron will send out an email to the BID #4 Board with some potential meeting dates in early December.

6. Adjourn

No further business to discuss.

Meeting adjourned by: Mayor Hanson @ 3:48 PM.