



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

**1. Call to Order**

**Meeting called to order by:** Jason Bradley @ 3:00 PM

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

**BID #4 Board Members absent:** Andy Chaudhari, Sam Chaudhari, and Deb Geyer

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

**Others present:** Jerry Thomsen, Bobbi Anderberg, Johanna Allen, and Libby Spicer

**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 11.1.24 and provided some current updates.

Current Expenses, updated, \$105,360.

Current Available SEA Fund Balance, updated, \$44,640.

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report Financial Summary as of November 30th, 2024.

The current YTD collection of the \$2.00 Hotel Occupancy Tax is \$276,143.50.

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 Tim Smith to approve the financial report as presented and seconded by Jeff Smith. All members voted 'Aye' and the motion passed.

#### **4. Citizen's Input**

No citizen's input at this time.

#### **5. Mitchell Chamber and Convention & Visitors Bureau Marketing/Promotions Presentation**

Johanna Allen presented and shared the Mitchell Chamber and Convention & Visitors Bureau Marketing Plan for 2024 and 2025.

- Johanna introduced Libby Spicer (Destination Marketing and Community Relations Director) who will handle marketing and CVB aspects. The Chamber/CVB is the only organization in Mitchell whose sole purpose is to market the Mitchell community locally, regionally, and nationally. Johanna shared multiple ways the Chamber/CVB market's the community. The 2024/2025 marketing campaign was focused on overnight travel and getting visitors to spend their money in Mitchell for multiple days. Mitchell tourism ads are not targeted locally. Instead, for example, marketing is targeted in cities such as Minneapolis, Kansas City, and Omaha. Other areas of marketing include Everything Mitchell App, Guide to Everything Mitchell SD, and the revamped Visit Mitchell website. The funding for the Chamber/CVB marketing efforts comes from the City of Mitchell Entertainment Tax, not BID #4 or Sports & Events Authority funding.

#### **6. BID #4 Board and Ex-Officio Hotel(s) Group Discussion Items**

The following items were shared and reviewed with the BID #4 Board and Ex-Officio hotels present, which led to discussion and Q & A.

##### **A. South Dakota Business Improvement District(s) Hotel Occupancy Tax Comparison(s)**

Aaron Hieb shared the BID Hotel Occupancy Tax comparisons from other cities throughout South Dakota:

- Aberdeen
- Box Elder
- Brandon
- Brookings
- Deadwood
- Hot Springs
- Huron
- Madison
- **Mitchell**
- Pierre
- Rapid City
- Sioux Falls
- Spearfish
- Sturgis
- Vermillion

- Watertown
- Yankton

Aaron highlighted that there are three cities throughout South Dakota where the BID Board composition is strictly hotel representatives: Aberdeen, Spearfish, and Sturgis. All cities' BIDs Hotel Occupancy tax impose a \$2 per room per night tax. There are multiple cities that have a marketing, event, and/or public facility improvement grant, similar to the City of Mitchell Sports & Events Authority Advisory Committee.

### **B. BID #4 Survey & Results**

Jerry Thomsen reviewed the purpose of the survey and the questions included in the survey with the board. Jerry has received seven responses so far, and will work to collect the remaining six by the next meeting in January 2025. So far, the responses that have been received are a mix between using the funds strictly for marketing or strictly for capital improvements or a combination of both. We want all hotels to complete and submit the survey, so they are given the opportunity to voice their recommendations and feedback regarding the BID #4 Hotel Occupancy Tax funds.

### **C. Sports Tourism Index vs. Playeasy**

- Sports Tourism Index Slide Show
  - Sports Tourism Index Report
- [Playeasy Slide Show](#)
  - Please click the link above to view the Playeasy slide show

Aaron Hieb reviewed the Sports Tourism Index Slide Show and demo information that he received from Jay Boling, Sports Tourism Index Success Manager.

Aaron Hieb reviewed the Playeasy Slide Show and demo information that he received from Jake Hughes, Playeasy Account Executive.

**Motion:** Motion was made by Mayor Hanson to approve the authorization to subscribe for one year to the Playeasy Core Destination Subscription Small Market at \$4,995.00 annually, and seconded by Connie Ward. All members voted 'Aye' and the motion passed.

### **D. BID #4 Board Member(s) Re-Appointment and Appointment**

Aaron Hieb and Stephanie Ellwein shared and reviewed the following for informational purposes:

- Re-appointed Tim Smith, Business Representative, for a term to run from January 2025–December 31, 2027
- Appointed Jerry Thomsen, Hampton Inn, for a term to run from January 2025–December 31, 2027

Aaron Hieb shared that Connie Ward, My Place Hotel, will be resigning from her seat on the BID #4 Board and Connie recommends that Bobbi Anderberg (General Manager of My Place

Hotel Mitchell, SD) be appointed to replace her on the board.

**E. Determine Next Meeting Date**

Aaron Hieb will send out an email to the BID #4 Board with some potential meeting dates/times for January 2025.

Jeff Smith recommended that the Corn Palace Renovation be added as a discussion item on the January 2025 BID #4 Board meeting agenda.

**7. Adjourn**

No further business to discuss.

**Meeting adjourned by:** Jason Bradley @ 4:36 PM.