



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
January 8, 2025

1. Call to Order

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

BID #4 Board Members present: Jason Bradley, Tim Smith, Deb Geyer, Bobbi Anderberg, Jerry Thomsen (conference phone), Mayor Hanson, and Jeff Smith

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

City staff present: Aaron Hieb and Stephanie Ellwein

Others present: Joel Van Peurse (Citizen's Input) and Dave Helleloid

2. Elect Chair & Vice-Chair of the Board

Aaron Hieb introduced and welcomed Jerry Thomsen and Bobbi Anderberg to their positions on the BID #4 Board.

Motion: Motion was made by Tim Smith to re-appoint Jason Bradley as the Chairperson of the BID #4 Board and seconded by Jeff Smith. All members voted 'Aye' and the motion passed.

Motion: Motion was made by Tim Smith to appoint Jerry Thomsen as the Vice-Chairperson of the BID #4 Board and seconded by Jeff Smith. All members voted 'Aye' and the motion passed.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb and Stephanie Ellwein reviewed the SEA Financials as of 1.7.25 and provided some current updates.

Final Expenses for FY 2024, updated, \$118,360.

Final SEA Fund Balance for FY 2024, updated, \$31,640, which will be earmarked to SEA and reflected in the line item Other Sources in the BID #4 Fund.

BID #4 designated \$150,000 towards SEA for FY 2025. There is a committed item, Special Olympics State Basketball for \$12,000, which the funding check will be authorized and cut in

the upcoming weeks. This will leave a Current Available Fund Balance for the SEA of \$138,000 for FY 2025.

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

The current YTD collection of the \$2.00 Hotel Occupancy Tax is \$300,695.50, with one month of collections left for 2024.

The end of the year 2024 Current Expenses reflects the \$150,000 that was designated to the Sports & Events Authority, along with the \$30,000 in Board Projects 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(s) as presented and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

5. Citizen's Input

Joel Van Peurse, Mitchell Music Boosters shared for communication and informational purposes to the BID #4 Board that a Sports & Events Authority Grant Application was submitted at the request of \$4,000 to help purchase new black concert chairs for the Performing Arts Center that will be used during SDMEA and SDHSSA events.

The application will be heard and considered at the upcoming Sports & Events Authority Advisory Committee meeting on Tuesday, January 14th @ 2 PM.

6. Update on the BID #4 Survey and Discussion About the Results

Jerry Thomsen provided an update regarding the BID #4 Survey that he distributed to the twelve hotels within BID #4. He has received eight out of twelve responses so far, and will continue to work to collect the remaining four by the next meeting in March 2025.

This item will be tabled and added on the March 2025 BID #4 Board meeting agenda.

The BID #4 Board also had discussion regarding the attendance of the two remaining BID #4 Board members, Andy Chaudhari and Sam Chaudhari.

7. Update and Review of Playeasy

Aaron Hieb reviewed the current progress of the Playeasy platform and highlighted some of the features regarding specific microsites for the [Mitchell Sports & Events Authority](#).

- Facilities
- Hotels
- Attractions (Food & Drink, Entertainment, Shopping, Transport, and Services)
- Events
- Reports

He also shared the current leads that are being considered:

- 2026 and 2027 Move United Education Conference
- American Broomball Alliance National Championship 2026 and 2027
- Under Armour Next HS Football Camp Series 2025+

The first on-boarding training session with a Playeasy representative will be Thursday, January 9th.

8. Discussion on Corn Palace Renovation

Jeff Smith shared the direction and progress of the Corn Palace renovation.

He strongly encouraged the Mitchell community to come to the upcoming, Tuesday, January 21st City Council meeting to share any thoughts and feedback regarding the progression of The World's Only Corn Palace.

9. Review and Discussion of the 2025 Budget

Aaron Hieb shared the current expense items on the 2025 BID #4 budget.

- Sports & Events Authority = \$150,000
- Dakota Riptide debt service towards indoor pool = \$30,000
- Playeasy subscription = \$4,995

Total = \$184,995

10. Discussion and Determine 2025 Meeting Dates

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

11. Adjourn

Aaron Hieb shared to the BID #4 Board and Mitchell community that February 21st-23rd will be a great weekend for Mitchell, South Dakota.

The following events will take place throughout this weekend:

- PeeWee C State Hockey
- DWU Indoor Futsal Winter Classic
- Dakota Riptide 12U State A Swim Meet
- Conference at the Highland Conference Center
- MHS Boys Basketball
- DWU Women/Men Basketball

Jason Bradley shared the satisfaction and positive impact that the Hoop City Classic (all days in Mitchell) in correlation with a DWU basketball game had for downtown Mitchell.

No further business to discuss.

Meeting adjourned by: Jason Bradley @ 3:52 PM.