



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
March 26, 2025

1. Call to Order

Meeting called to order by: Jason Bradley @ 3:02 PM

BID #4 Board Members present: Bobbi Anderberg, Deb Geyer, Jason Bradley, Jeff Smith, Tim Smith, Mayor Hanson, Andy Chaudhari, and Sam Chaudhari

BID #4 Board Members absent: Jerry Thomsen

City staff present: Aaron Hieb and Stephanie Ellwein

Others present: Dave Helleloid and Marshall Mitchell

2. Approval of Minutes

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

3. Financial Report(s)

Aaron Hieb reviewed the *SEA Financials* as of 3.5.25.

The Revenue for 2025 designated by the BID #4 Board is \$150,000.

Current Expenses for 2025 are \$55,500 with some updates shared in the BID #4 Revenue and Expense Report.

The SEA has awarded funding to 22 events for 2025, which equates to 44 event days.

Aaron Hieb and Stephanie Ellwein reviewed the *BID #4 Revenue & Expense Report Financial Summary* as of March 31st, 2025.

The current YTD collection of the \$2.00 Hotel Occupancy Tax is \$47,713.50, which equates to 23,857 room nights.

The 2024 Occupancy Tax Collections: \$318,547.50, which equates to 159,274 room nights for 2024.

The Current Budget 2025 reflects \$30,000 in Board Projects towards the Dakota Riptide debt service towards the indoor pool and \$150,000 designated to the SEA.

The Current YTD Actual Expenses are the Playeasy Core Destination Subscription of \$4,995

and \$57,750 SEA award checks, which is a current total of \$62,745.

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.

The current cash balance in the BID #4 Fund is \$257,214.50.

Motion: Motion was made by Tim Smith to approve the financial report(s) as presented and seconded by Mayor Hanson. All members voted 'Aye' and the motion passed.

4. Citizen's Input

No Citizen's Input.

5. Update and Discussion about the BID #4 Survey Results

Aaron Hieb shared and reviewed the BID #4 Survey questions and results with the Board.

6. 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.

Aaron Hieb reviewed the HOME page of the Playeasy platform.

Event Organizers within the platform: 717; Destinations including the Mitchell Sports & Events Authority: 319; Total active RFPs within the Marketplace: 246.

Search Engine Organization (SEO) is a feature included with Playeasy where information from your destination page and relevant microsites populate higher up in an interested party's Google search. For example, Mitchell Sports Authority or Mitchell Sports & Events Authority populates third on the search results list on Google.

Reports (Profile Activity, Facility Overview, Event Performance) since the beginning of the Mitchell Sports & Events Authority subscription to Playeasy.

- Profile Activity:
 - 37 Unique Visitors
 - 966 Views
 - GOOGLE search
- Facility Overview:
 - 15 Unique Visitors
 - 181 Views
 - GOOGLE search
 - Corn Palace is the most viewed facility on the Mitchell Sports & Events Authority Destination page:
 - 8 Unique Visitors
 - 28 Views
- Event Performance (22 SEA microsites created so far...):
 - 243 Unique Visitors
 - 937 Views

- 18 Registration Clicks
- 21 Ticketing Clicks
- DWU/Culvers Girls & Boys High School Basketball Classic is the most viewed event on the Mitchell Sports & Events Authority Destination page:
 - 47 Unique Visitors
 - 147 Views

LEADS. Currently, there are 160 leads that match the Mitchell Sports & Events Authority. 156 of those have been passed on because the RFPs require more hotel room nights than Mitchell, SD can provide. The RFP requires facility space that Mitchell, SD does not have, or the date of the event on the requested RFP overlaps with events already taking place in Mitchell, SD.

Mitchell, SD received email confirmation that we were not awarded to host the 2026 or 2027 Move United Education Conference. They did not share what destination they chose or why they passed on Mitchell, SD.

Active, Interested RFPs include American Junior Golf Association and 5v5 Soccer Tournaments.

7. Discussion Regarding the Make-Up of the Current BID #4 Board

Item tabled until the next BID #4 Board meeting.

8. Determine Next Meeting Date

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

9. Adjourn

Discussion about the 2026 budget needs to be added as an agenda item for the June 2025 meeting.

Meeting adjourned by: Jason Bradley @ 4:02 PM.