



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
June 18, 2025

1. Call to Order

Meeting called to order by: Jason Bradley @ 3:01 PM

BID #4 Board Members present: Tim Smith, Jerry Thomsen, Mayor Hanson, Bobbi Anderberg, and Jason Bradley

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

City staff present: Aaron Hieb and Stephanie Ellwein

Others present: Marshall Mitchell and Mike Bathke

2. Approval of Minutes

Motion: Motion was made by Jerry Thomsen 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 June 2nd, 2025.

YTD comparisons of room nights sold were: up 1.4% (653 room nights sold) from 2024, up 4.3% (1,953 room nights sold) from 2023, up 1.1% (494 room nights sold) from 2022, up 15.8% from 2021, up 21.3% from 2020, and up 12.0% from 2019.

Aaron Hieb and Stephanie Ellwein reviewed the *BID #4 Revenue & Expense Report Financial Summary* as of June 30th, 2025.

The current YTD collection of the \$2.00 Hotel Occupancy Tax is \$111,051.00, which equates to 55,526 room nights. This is up 6,835 room nights (\$97,382.50) YTD in comparison to 2024.

Current Expenses: Board Projects - Dakota Riptide debt service check (\$30,000) will be cut and issued following the October 6th City Council meeting.

The current cash balance in the BID #4 Fund is \$300,918.50.

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

4. Citizen's Input

Mike Bathke shared information with the board about a formed committee to pursue the creation of an indoor, multipurpose sports facility (soccer, tennis, pickleball, and football) in Mitchell, SD.

5. Discussion about the BID #4 Survey Results

Jerry Thomsen shared some additional input and comments from hotel owners that completed and submitted the BID #4 Questionnaire.

6. Update and Review of Playeasy

Aaron Hieb will continue to update, create SEA-awarded-funded event microsites, and maximize the exposure of the Mitchell Sports & Events Authority microsite.

Aaron will continue to review leads and requests for proposals that match the Mitchell Sports & Events Authority.

7. Discussion and Recommendation of the 2026 Budget for Approval by City Council

Discussion regarding the 2026 budget that needs to be submitted to Stephanie Ellwein by the end of July.

Motion: Motion was made by Jerry Thomsen to designate \$150,000 to the Sports & Events Authority, along with supplementing the remaining 2025 Sports & Events Authority balance to FY 2026, and seconded by Jason Bradley. All members voted 'Aye' and the motion passed.

8. Discussion Regarding the Make-up of the Current BID #4 Board

Aaron Hieb shared with the board that there has been feedback and questions brought up regarding attendance requirements for the BID #4 Board.

Aaron will put together and submit an attendance list for all Business Improvement District #4 Board meetings to Mayor Hanson.

9. Determine Next Meeting Date

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

10. Adjourn

Meeting adjourned by: Jason Bradley @ 3:44 PM.