



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
September 17, 2025

1. Call to Order

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

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

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

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

Others present: Marshall Mitchell

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 September 3rd, 2025, providing some updated numbers following September's SEA Committee meeting.

Updated Expenses for FY 2025 with (4) newly awarded events during the September 11th meeting are \$107,400.

Current Available Fund Balance with (3) meetings remaining for FY 2025 is \$87,240.

YTD comparisons of room nights sold were: up 0.9% (842 room nights sold) from 2024, up 3.2% (3,056 room nights sold) from 2023, down 1.2% (1,122 room nights sold) from 2022, up 2.7% from 2021, up 27.8% from 2020, and up 3.1% from 2019. At the time, these numbers reflect (2) establishments that are past due in their August collections (for July records).

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report Financial Summary as of September 17th, 2025.

The current YTD collection of the \$2.00 Hotel Occupancy Tax is \$230,423.00, which equates to 115,212 room nights. This is up 10,313 room nights (\$209,797.50) 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, unobligated cash balance in the BID #4 Fund is \$285,600.50.

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

4. Citizen's Input

No Citizen's Input.

5. Update and Review of Playeasy

Aaron Hieb shared and reviewed current progress, updates, and information from the Playeasy platform.

So far, there have been zero BIDS that have been won, and no events have been secured through the Playeasy RFP platform. (1) BID was submitted for the Move United Education Conference. We did not meet all criteria to host this conference — there is no adaptive sports chapter in South Dakota.

No hotel room bookings on the platform as well.

Event Organizers within the platform: 786; Destinations including the Mitchell Sports & Events Authority: 324; Total active RFPs within the Marketplace: 154.

LEADS. Currently, there are 206 leads that have been matched with the Mitchell Sports & Events Authority. 204 of those have been passed on for the following reasons:

- The RFPs require more hotel room nights than Mitchell, SD can provide.
- The RFP requires facility space or seating capacity in those facilities that Mitchell, SD does not have.
- No local association, chapter, or club to assist in the success of hosting the event by providing possible equipment, volunteers, or avenues to deter costs of bringing a specific event to Mitchell, SD.
- Events are not during the shoulder season (November-April) or possible events overlap with existing annual event dates.

(1) INTERESTED lead: American FootGolf League, which Aaron is still in active communication with the CEO to learn more about and obtain specific host city/site hosting requirements.

Aaron will re-connect with Scott Mullenmeister (Mitchell Soccer Association) this winter to re-evaluate a 5v5 soccer tournament in 2026.

Aaron shared some numbers and broke down some specific features that are being utilized on the [2025 Miller Lite Palace City 8-ball Open](#) event microsite.

Aaron shared the following YTD, Playeasy Event Performance access numbers per question

by BID #4 Board Member(s):

EVENT PERFORMANCE (46 event microsities)

- Event Views: 2,687
- Unique Visitors: 885
- Engagement Time: 13:15:34
 - *Registration Clicks: 106*
 - *Ticketing Clicks: 33*
 - *Hotel Special Clicks: 1*

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

Motion: Motion was made by Jeff Smith to approve the renewal of the Playeasy Core Destination Small Market annual subscription of \$4,995 for FY 2026, and seconded by Jason Bradley. All members voted 'Aye' and the motion passed.

Stephanie Ellwein confirmed the following BID #4 budget breakdown for FY 2026:

- Sports & Events Authority: \$150,000
 - The Sports & Events Authority's remaining balance from FY 2025 will be a supplemental carryover for FY 2026.
- Dakota Riptide final debt service payment: \$30,000
- Playeasy Core Destination Small Market Subscription: \$4,995

7. Determine Next Meeting Date

Aaron Hieb confirmed with the board members present that a Wednesday or Thursday and timeframe of 3 PM for BID #4 meetings should be continued for future meetings.

Aaron Hieb will send out an email to the BID #4 Board with some potential meeting dates/times for January 2026.

8. Adjourn

Meeting adjourned by: Jason Bradley at 3:40 PM.