



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
January 22, 2026

1. Call to Order

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

2. Roll Call

A quorum is met (6), a simple majority vote is required for all items.

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

BID #4 Board Members absent: Jerry Thomsen, Andy Chaudhari, Sam Chaudhari

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

Others present: Dave Helleloid and Marshall Mitchell

3. Elect Chair & Vice-Chair of the Board

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

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

4. Declaration of Conflicts of Interest

None

5. Approve Agenda

A motion was made by Tim Smith to amend the agenda to add an executive session at the end of the meeting according to SDCL 9-34-19, discussion of confidential trade secrets, commercial, or financial information.

Motion: Motion was made by Tim Smith on the amendment to the agenda, and seconded by Bobbi Anderberg. All members voted 'Aye' and the motion passed.

Motion: Motion was made by Jason Bradley to approve the amended agenda, and seconded

by Tim Smith. All members voted 'Aye' and the motion passed.

6. Approval of Minutes

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

7. Financial Report

Aaron Hieb reviewed the SEA Financials as of 1.7.26 and provided some updates to the financial information following the January 13 SEA Committee meeting.

YTD Expenses for 2025 are \$155,450. Final SEA Fund Balance for 2025 is \$39,190, which will be earmarked to SEA and a supplemental carryover will add the balance to the SEA Revenue for 2026.

BID #4 designated \$150,000 towards SEA for 2026.

Current Expenses for 2026 are \$39,200, which is the funding awarded in the January SEA meeting and the funding check for Special Olympics State Basketball. This will leave a Current Available Fund Balance for the SEA of \$110,800 for 2026.

The SEA Committee awarded funding to 46 events in 2025, which accounted for 102 event days.

So far, in 2026, the SEA Committee has awarded funding to 16 events, which accounts for 39 event days.

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report Financial Summary(s) as of December 31, 2025, and January 22, 2026. They also shared and reviewed an Excel spreadsheet summary put together by Stephanie Ellwein that highlights the cash balance of the BID #4 from January 1, 2025 to December 31, 2025.

The current YTD collection of the \$2.00 Hotel Occupancy Tax for 2025 is \$325,202.00, with one establishment past due. Total expenses for 2025 were \$155,450 in SEA funding, \$30,000 for the second installment to Dakota Riptide, and \$4,995 to Playeasy Core Destination subscription. Total room nights for 2025 are currently 162,601 compared to 2024's of 150,348, which is an increase of 12,253 room nights.

The current YTD collection of the \$2.00 Hotel Occupancy Tax for 2026 is \$11,794, which accounts for 5,897 room nights. Total expenses for 2026 will include \$30,000 for the last installment to the Dakota Riptide and \$4,995 to the Playeasy Core Destination subscription.

Ending Cash Balance as of 12/31/2025 of \$408,368.50.

Obligated Funds for 2026 will be a supplemental carryover of the remaining 2025 SEA balance of \$39,190, which will leave an available cash balance of \$369,179.50.

2026 commitments include the SEA budget of \$150,000, Board Projects—Playeasy of \$4,995, and Board Projects—Dakota Riptide Debt Service of \$30,000. Available Cash Balance after the 2026 Commitments of \$184,184.50.

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

8. Citizen's Input

None

9. Review South Dakota Open Meetings Laws

Aaron Hieb reviewed the South Dakota Open Meeting Laws PowerPoint with the board.

10. Review Sports & Events Authority Funding Matrix Upgrade

Aaron Hieb shared and reviewed the agenda item request with the board regarding the upgrade of the SEA Funding Matrix that was approved by the Sports & Events Authority Advisory Committee during the December 9, 2025, meeting.

11. Update and Review of Playeasy

Aaron Hieb provided an updated and reviewed/highlighted the progress of Playeasy with the board.

- No events have been secured yet.
- (2) active leads having conversations and gathering information to possibly pursue.
 - American Junior Golf Association (AJGA) Junior Championship
 - NCAA Golf Championships RFP 2028-31
- Aaron continues to reach out to local businesses and share information about utilizing the Playeasy Community Collaboration feature for FREE. An email is sent inviting the store owner/manager to create an account to have ADMIN access to their local business profile micro-site. Once they have ADMIN access, they will be able to manage only their local business profile and create SEA event-specific promotions or general promotion campaigns that are available for those events that are awarded SEA funding. Once these promotions are created, Aaron will distribute "Ear of Corn" coupons to SEA-funded organizations that they will share with those participating local businesses to receive their promotion.
 - Aaron invited any businesses within Mitchell, SD that have an interest in learning more and/or participating in this feature to reach out to Aaron Hieb (605-990-7942; Aaron.Hieb@cityofmitchellsd.gov)
 - Current, active, local business profiles:
 - Blarney's
 - Bradley's
 - Culver's
 - Main Street Mercantile
 - Subway
 - The World's Only Corn Palace
 - Triple Play Pawn
 - Waterin' Hole
- Aaron also shared that the Mitchell Sports & Events Authority is going to be featured in the Playeasy Thought Leader series, which will highlight the successes and what's working well on the platform.
- Playeasy Activity Leaderboard

- Top Trending Events (out of 1,489)
 - Hoop City Classic
 - Midwest Miracles Classic
 - Girls' & Boys' Hanson Classic
- Top 1 Trending Destinations (out of 321)
 - Mitchell Sports & Events Authority
- Top 1 Trending Facility (out of 15,749)
 - The World's Only Corn Palace

12. 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 April 2026.

13. Adjourn

Item 13:

Motion: by Tim Smith, and seconded by Jeff Smith to enter into executive session at 3:41 PM in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information. No action will be taken at this time.

The board returned from executive session at 3:57 PM.

Meeting adjourned by: Aaron Hieb at 3:58 PM