



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
April 16, 2026

1. Call to Order

Meeting called to order by: Jerry Thomsen at 3:01 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, Jerry Thomsen, Deb Geyer, Bobbi Anderberg, Jason Bradley, Tim Smith

BID #4 Board Members absent: Jeff Smith, Andy Chaudhari, Dave Helleloid

Others present: Aaron Hieb, Stephanie Ellwein, Sam Chaudhari, Marshall Mitchell

3. Jason Bradley re-appointed to the Business Improvement District (BID) 4 Board for a term to run from January 2026—December 2028

Jerry Thomsen shared with the Board.

4. Dave Helleloid appointed to the Business Improvement District (BID) 4 Board for a term to run from January 2026-December 2028

Jerry Thomsen shared with the Board.

5. Declaration of Conflicts of Interest

None

6. Approve Agenda

Motion: Motion was made by Tim Smith to approve the agenda, and seconded by Jason Bradley. All members voted 'Aye' and the motion passed.

7. Approval of Minutes

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

8. Financial Report

Aaron Hieb reviewed the SEA Financials as of 4.9.26 and provided some updates to the

financial information following the April 14 SEA Committee meeting.

Current Expenses for 2026 are \$84,100 following the April 14 SEA Committee meeting, which awarded \$2,500 to the Early Bird Baseball Tournament and \$1,500 to Memorial Weekend in Mitchell.

Current Available Fund Balance for the SEA of \$65,900 for 2026.

So far, in 2026, the SEA Committee has awarded funding to 29 events, which accounts for 67 event days.

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report Financial Summary(s) as of March 31, 2026. They also shared and reviewed an Excel spreadsheet summary put together by Stephanie Ellwein that highlights the estimated cash balance for the BID #4.

The current YTD collection of the \$2.00 Hotel Occupancy Tax for 2026 is \$53,258.00, which accounts for 26,629 room nights.

The prior YTD collection of the \$2.00 Hotel Occupancy Tax for 2025 was \$66,239.00, which accounted for 33,119.50 room nights.

A decrease in YTD comparisons from 2025 to 2026 of 6,490 room nights.

Available Estimated Cash Balance after the 2026 Commitments and YTD received revenue of \$237,442.50.

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

9. Citizen's Input

No citizen's Input.

Tim Smith asked the BID #4 Board for more input and clarification regarding the action of the Sports & Events Authority awarding funding to events that take place during the summer months, don't provide many room nights, but the events are successful, bring lots of visitors to our city and are an overall, great community event(s) such as: Memorial Weekend in Mitchell.

Jerry Thomsen asked Aaron Hieb and Stephanie Ellwein about the progress or to provide a status update on the proposed indoor facility. Aaron Hieb will reach out to those a part of the indoor facility proposal and provide an update to the BID #4 Board at the July meeting.

10. 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

- Playeasy Innovators Summit
- Aaron continues to reach out to local businesses and share information about utilizing the Playeasy Community Collaboration feature for FREE. An email was 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:
 - Area Community Theatre (ACT)
 - Blarney's
 - Bradley's
 - Cattleman's Club Steakhouse
 - Culver's
 - Main Street Mercantile
 - Mitchell Chamber of Commerce
 - Pizza Ranch
 - Subway
 - The Mitchell Indigenous Archaeological Site & Museum
 - The Vault Clothing Co.
 - The World's Only Corn Palace
 - Triple Play Pawn
 - Waterin' Hole
- Aaron shared (1 Year) REPORTS and statistics from the Playeasy platform specific to the Mitchell Sports & Events Authority destination profile.
 - Profile Activity (April 10, 2025-April 10, 2026)
 - Unique Visitors 1,141
 - Profile Views 4,496
 - Local Business (Partner) Overview (April 10, 2025-April 10, 2026)
 - Unique Visitors 2,336
 - Partner Views 3,542
 - Top 5 Partner(s)
 - Bradley's Pub & Grille
 - Blarney's Sports Bar & Grill
 - Culver's
 - Waterin Hole
 - Mitchell Chamber of Commerce
 - Event Performance (April 10, 2025-April 10, 2026)
 - Unique Visitors 7,470
 - Event Views 15,797
 - Registration Clicks 159
 - Ticketing Clicks 56
 - Hotel Special Clicks 1
 - Top 5 Event(s)
 - Hoop City Classic

- Boys' Hanson Classic
 - Girls' Hanson Classic
 - Midwest Miracles Classic
 - DWU/Culver's Girls & Boys High School Basketball Classic
- Promotion Redemption (April 10, 2025-April 10, 2026)
 - Unique Users 257
 - Promotion Clicks 353
 - Top 4 Businesses
 - Blarney's Sports Bar & Grill
 - Bradley's Pub & Grille
 - Culver's
 - Waterin Hole
 - Top 4 Events
 - Hoop City Classic
 - Girls' Hanson Classic
 - DWU/Culver's Girls' & Boys' High School Basketball Classic
 - South Dakota Girls Varsity Hockey State Tournament

Aaron Hieb received the following direction from the Board regarding Playeasy:

- Put together and publish a social media post regarding information about Playeasy and how to access the Mitchell Sports & Events Authority destination profile.
- Put together and email hotels within BID #4 with information about Playeasy and how to access the Mitchell Sports & Events Authority destination profile.

11. Determine Next Meeting Date

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

12. Adjourn

Motion: Motion by Tim Smith to adjourn the meeting, and seconded by Deb Geyer. All voted 'Aye' and the motion passed.

Meeting adjourned by: Jerry Thomsen at 3:48 PM