



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
July 7, 2026

1. Call to Order

Meeting called to order by: Jerry Thomsen at 3:00 PM

2. Roll Call

A quorum is met (8), a simple majority vote is required for all items.

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

BID #4 Board Members absent: Andy Chaudhari

Others present: Aaron Hieb, Stephanie Ellwein, Mike Bathke, Pam Bathke, Nick Kummer, Marshall Mitchell

3. Declaration of Conflicts of Interest

None

4. 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.

5. Approval of Minutes

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

6. Financial Report

Aaron Hieb reviewed the SEA Events & Comparisons Report as of 7.1.26. So far, in 2026, the SEA Committee has awarded funding to 42 events, which accounts for 103 event days.

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report / BID #4 Cash Report as of June 30, 2026.

The current YTD collection of the \$2.00 Hotel Occupancy Tax for 2026 is \$116,336.00, which accounts for 58,168 room nights.

The prior YTD collection of the \$2.00 Hotel Occupancy Tax for 2025 was \$117,321.00, which accounted for 58,661 room nights. A decrease in YTD comparisons from 2025 to 2026 of 493 room nights.

Available Estimated Cash Balance after the 2026 Commitments and YTD received revenue of \$159,653.50.

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.

7. Citizen's Input

None

8. Indoor Multi-Purpose Facility Update

Mike and Pam Bathke, and Nick Kummer shared an indoor multipurpose facility update with the Board, which included a PowerPoint, Project A / B Plans, Architect's Cost Estimates, and first-hand experiences regarding the other facilities they had visited and conversations with facility ownership and management.

9. 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 through the platform.

Aaron continues to reach out to local businesses and the hotels within the BID #4 district, and share information about utilizing the Playeasy Community Collaboration feature for FREE. An email blast was sent inviting the hotel(s) owner/manager to create an account to have ADMIN access to their local hotel profile micro-site.

HOTELS:

- Having ADMIN access allows the owner/manager the opportunity to view upcoming SEA events and possibly connect with the event organizer to create hotel room block / room rates specific to an event.

Current, active, local hotel profiles:

- AmericInn
- Hampton Inn
- Lake Mitchell Campground
- My Place Hotel
- Quality Inn

LOCAL BUSINESSES:

- Having ADMIN access allows them 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.

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 June 2025–June 2026 from the Playeasy platform specific to the Mitchell Sports & Events Authority destination profile.

- Profile Activity
 - Unique Visitors 1,323
 - Profile Views 5,782
 - Engagement Time 1:59:59
- Local Business (Partner) Overview
 - Unique Visitors 2,449
 - Partner Views 3,695
 - Engagement Time 06:30:05
- Promotion Redemption (14 businesses)
 - Unique Users 293
 - Promotion Clicks 393
 - Website Referrals 210
- Event Performance (65 events)
 - Unique Visitors 8,431
 - Event Views 18,508
 - Engagement Time 3 days, 23 hours, 31 minutes, 47 seconds
 - Registration Clicks 238
 - Ticketing Clicks 66
- Hotel Pick-Up (Booked through platform)
 - Reservations 2
 - Room Nights 4

- Amount Booked \$488
 - Comfort Inn & Suites
 - Motel 6

No motion was made to approve funding to continue the Mitchell Sports & Events Authority subscription to Playeasy for 2027. Playeasy subscription will end on December 31, 2026.

10. Discussion and Recommendation of the 2027 Budget for Approval by City Council

Motion: Motion was made by Jason Bradley to designate \$150,000 to the Sports & Events Authority for 2027, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

11. Adjourn

Motion: Motion by Dave Helleloid to adjourn the meeting, and seconded by Jason Bradley. All voted 'Aye' and the motion passed.

Meeting adjourned by: Jerry Thomsen at 4:31 PM