



**Experience Sioux Falls
BID Board of Directors
Minutes
March 25, 2025
Experience Sioux Falls Boardroom**

Presiding:	Greg Jamison, Vice-Chair
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Voting Members Present:	Cody Breck Matt Brunick Christine Bruning Paul Hegg	Greg Jamison Tom Morris Tracey Stoneall
Voting Members Absent:	Jan Grunewaldt	Sara Zura
Non-Voting Members Present:	Shawn Pritchett	Teri Schmidt
Non-Voting Members Absent:	Richard Thomason	
Others Present:	Allyson Kasch Krista Orsack Brooke Penn	Kathie Puthoff Nancy Savage

Call to Order

Secretary Matt Brunick called the meeting to order.

Approval of Agenda

Cody Breck moved to approve the agenda. Second by Tracy Stoneall. Unanimous.

Approval of Minutes

Cody Breck moved to approve December 10, 2024 minutes. Second by Tom Morris. Unanimous.

Recognition of Board Member Christine Bruning/Resignation

Teri Schmidt and Vice-Chair Greg Jamison presented Christine Bruning with a recognition award and extended thanks for Christine's years of service in supporting the industry and for her contributions as a board member.

Financial Report

ESF Accountant Brooke Penn reviewed the 12/31/24 Statement of Activity-BID Tax provided today. No questions.

Brooke gave an update on the audit as well as recapped the conflict of interest that arose when Eide Bailly bought out ESF's IT company High Plains Technology creating a conflict of interest and temporarily bringing the audit to a halt. The audit is scheduled to pick up again in April and will finish up the 2022 and

2023 audits. They will then roll right into the 2024 audit possibly in June. Once those are all on track, audits will resume in a timely fashion.

Brooke also explained that our new IT company, Workplace I.T. Management, is currently in the process of completing data migration. Once complete, ESF will be totally separate from the Chamber's server.

Paul Hegg moved to approve the financial report. Second by Matt Brunick. Unanimous approval.

ESF Activity

Teri Schmidt reviewed the following:

- VIC brochure display space is available.
- SAVE THE DATE for the Annual Luncheon – May 13, 2025.
- Teri gave an update on the reason, need and status of new chairs for the boardroom.
- Falls Park Visitor Center is now open for seasonal hours.
- Invitation from the Tourism Coalition of South Dakota to attend and “industry discussion” with Dusty Johnson, April 22nd at 9:00am is in the packet.
- National Travel and Tourism Week is May 4-10, 2025.
- Reviewed recent STR Report.
- The new Visitor Guide is out. We notified Madden Media that we were not satisfied. Sales were a problem and fell below our expectations. Our guide is not bad, but not what it should be. We have contracted with Flynn Wright for our 2026 guide. Laura Arnett will be doing the sales for the new guide.
- Teri spoke about the Destination Sioux Empire magazine, noting that we've learned that there is a lot of comped space as well as misinformation.
- Asked if ESF took a loss on last year's visitor guide, Krista Orsack explained we budgeted for a \$10,000 loss and our contract stated if we did not jointly meet sales, there could be additional costs. We cut 20 pages, so that decreased some of the cost. We are still waiting to see if Madden will hold us to any additional costs.

Director of Marketing, Krista Orsack, reviewed the marketing report. She also presented the newest marketing videos.

Director of Sales, Allyson Kasch, presented the new LED display banner and explained there are 3 covers available to showcase Sioux Falls. Allyson explained and reviewed Trade and Travel Shows. She noted that sales staff are attending mixers and local community events for contacts as well. Allyson reviewed 11 trade and travel shows that sales staff will be attending this year. She also reviewed Booked and Lost Business to the City.

Teri reported that Pheasant Fest will be held in Minneapolis in 2026 and in Denver in 2027. Pheasant Fest would like to return to Sioux Falls in 2029 if we get more space for vendors by then. They had waiting lists whenever they held their event in Sioux Falls.

Teri spoke on the Riverline Project noting that it is critical to the future of our industry. We are currently losing business primarily because we are being asked for 400-500 attached hotel rooms as well as additional space. At some point this board needs to determine if we are in favor of the Riverline Project. We need to determine whether or not Sioux Falls hotels will back the project.

Shawn Pritchett stated that there is a Riverline steering committee meeting today. Shawn reviewed the project and added that the Mayor is saying the project won't be lead by the City but rather community support will be needed to get this built.

Teri stated we need to schedule a meeting of hoteliers to determine their level of support. Teri asked if the consulting group would be willing to come and speak to the hotels. Shawn said yes and that June might be a good timeframe. Both of the ESF Boards would be invited as well.

City Update

Shawn Pritchett reported on the following:

- Jacobson Plaza is expected to open approximately July 1, 2025. The Lodge plans to open April 28th and the Washington Pavilion will do the food for this venue, which will also have a liquor license.
- Shawn spoke of the Federal Trade Commission's changes in laws regarding costs that are inclusive.
- The City's budget this year will reflect \$25 million in cuts due to tax changes approved by the state legislature. These cuts will affect public services.
- Are we going to get behind the airport to support it's expansion. The Federal Government just cut possible airport funding in half. This group needs to get behind the movement and the expansion.

Other Business

There was no new business.

Public Comments

There were no public comments.

Adjournment

Christine Bruning moved to adjourn. Second by Paul Hegg. Meeting was adjourned.

The next regularly scheduled meeting is June 24, 2025 at 11:00am.

Respectfully submitted:

Kathie Puthoff
Name

March 25, 2025
Date

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