



**Joint Meeting of
Experience Sioux Falls Board of Directors
and
Experience Sioux Falls
Business Improvement District (BID) Board of Directors**

**June 23, 2026
Experience Sioux Falls Boardroom**

Presiding:	Tom Morris, ESF Chair	
ESF Board Voting Members Present:	Bryan Ahlers Bethany Buitenbos	Tom Morris Nancy Savage
ESF Board Voting Members Absent:		
ESF Non-Voting Members Present:	Teri Schmidt	
ESF Non-Voting Members Absent:	Shawn Pritchett	
BID Board Voting Members Present:	Cody Breck Tracy Kolb Tom Morris	Nancy Savage Tracey Stoneall
BID Board Voting Members Absent:	Matt Brunick Greg Jamison	Jennifer Seifert-Brenna Sara Zura
BID Non-Voting Members Present:	Teri Schmidt	Richard Thomason
BID Non-Voting Members Absent:	Shawn Pritchett	
Others Present:	Allyson Kasch Krista Orsack	Brooke Penn Kathie Puthoff

Call to Order

ESF Chair Tom Morris called the meeting to order.

Announcement of Board Resignation

ESF CEO Teri Schmidt announced the following resignations and board appointments:

- Tracy Kolb, Hampton Inn – Replaced Jan Grunewaldt who retired and resigned from the board.
- Jennifer Seifert-Brenna, Lloyd Companies – Replaced Paul Hegg who resigned from the board.
- Tom Morris, Ramkota Companies – Term was extended by City Hall.
- Nancy Savage, Child's Play Toys – ESF Executive Committee appointment to the BID Board.

Teri introduced Tracy Kolb as a new appointment. She has served this board in the past.

Approval of Agenda

ESF – Bryan Ahlers moved to approve the agenda. Second by Bethany Buitenbos. Unanimous.

BID – Tracey Stoneall moved to approve the agenda. Second by Nancy Savage. Unanimous

Approval of Minutes

ESF – Bethany Buitenbos moved to approve the March 24, 2026 Minutes. Second by Nancy Savage. Unanimous.

BID - Cody Breck moved to approve the March 24, 2026 Minutes. Second by Tracy Stoneall. Unanimous.

Financial Request

Brooke Penn reviewed the following reports

- ESF Statement of Activity – BID Tax -- For month ending March 31, 2026
- ESF Statement of Activity – Room Tax – For month ending March 31, 2026
- ESF Statement of Activity – Administration Expenses -- For month ending March 31, 2026
- ESF Statement of Financial Position – For month ending March 31, 2026

ESF – Bryan Ahlers moved to approve the financial report. Second by Nancy Savage. Unanimous.

Audit Update: Brooke highlighted audit information and noted we hope to have the 2025 Audit finished in July 2026 and have it ready for our September meeting.

ESF Activity

Teri Schmidt reported on the following:

- There will be a special meeting of the joint boards on July 7, 2026 at 11:30am in the ESF Boardroom. Carmen Schramm with the Tourism Coalition of South Dakota, will be present to discuss local option in the legislature to increase the BID Tax. Carmen has requested a meeting with both of our boards for this discussion.
- An additional special meeting of the joint boards will take place on August 20, 2026 to seek approval of the 2027 Budgets prior to presenting them to City Council on September 1, 2026.
- We have had very good reviews on the 2026 Sioux Falls Visitor Guide. Work has begun on the 2027 Visitor Guide.
- Southeast South Dakota just notified us that Michels Communications is selling advertising in a new sportsman's guide, which will be in competition with SEDS's existing Sportsman's Guide, and that they are contacting SEDS's advertisers and misrepresenting themselves as SEDS in their sales efforts. This is the same company that used this approach in contacting all of ESF's advertisers to create their own visitor guide.
- Richard Thomason stated that with new City Council Members coming on board, if you know any of them, please reach out to them and explain what we do, and allow them to ask questions. Richard found this helpful when he was a new City Councilor.
- Regarding the Governor's race, the Tourism Coalition of South Dakota (TCSD) set-up a virtual call with Toby Doeden last week so representatives of the tourism industry could ask questions about tourism. TCSD will also be holding a virtual call with Larry Rhoden next week to allow questions. Let us know if you would like the link.
- Jackie Wentworth has resigned her position as tourism sales manager...due to health issues.
- Sales Manager Jessie Pappas has also resigned. She needs to be at home with her family. Both will be done on July 10.
- Richard Thomason recapped the timeframe on the Drake Springs location purchase agreement and when the contract will expire.
- The Sioux Falls Sports Authority is bidding for the 2027-2028 D1 Basketball Tournament and are investing \$500,000 in their bid to get it here. Should Experience Sioux Falls invest \$50,000 per year for each of those 2 years if they win the bid. Teri recommends we do. It would come from the BID Budget and would come from 2 separate years.
 - Tracey Stoneall motioned to allocate \$50,000 for each of the 2 years for the 2027-2028 D1 Basketball Tournament. Second by Nancy Savage. Unanimous approval.

Marketing Update – Director of Marketing Krista Orsack

- Reviewed the Marketing Report
- Noted ESF is using a new data platform, Tourism Economics, as we have moved away from Zartico
- Presented the newest Arts and Culture /Family video featuring Allison Weiland/State Theatre.

Other Business

Teri distributed Catfish Bay tickets for the asking.

Public Comments

There were none.

Adjournment

Nancy Savage motioned to adjourn. Second by Tracey Stoneall. Adjourned.

There will be a joint Special Meeting of the two boards on July 7, 2026 at 11:30am in the ESF Boardroom. Carmen Schramm, Executive Director, Tourism Coalition of South Dakota, will be present to discuss the future of BIDS (Business Improvement Districts) in South Dakota.

Respectfully submitted:

Kathie Puthoff
Name

June 23, 2026
Date