



Main Street Business Improvement District Board

Monday, November 4, 2019
4:00 pm
City Center, Room 110
231 North Dakota Avenue
Sioux Falls, SD

Draft Minutes

The meeting was called to order at 4:00 p.m.

Members present: Dave Dandar, Anne Haber, Anita Wetsch, Cindy Palleschi, and Tom Hurlbert

Member absent: Katrin Profilet

Staff present: Dustin Powers

DTSF Inc. staff present: Joe Batcheller

1. Call to Order

Dandar called the meeting to order.

2. Approval of August 21, 2019, Meeting Minutes

Motion by Haber, second by Wetsch, to approve the August 21, 2019, meeting minutes. Motion passed: 4 yeses, 0 noes.

3. Public Input on Non-Agenda Items

No public Input.

4. New Business

A. 2020 BID Budget

Batcheller presented on BID Vision established at a previous focus group. Focuses on public place improvement, promote the district, employing personnel for programs & services. DTSF focuses on marketing, maintenance, advocacy, economic development.

Placemaking rolled into public improvements for the 2020 budget, most part not a lot is being proposed for a change. BID focus group wanted more beautification and marketing. Proposing more beautification, marketing slightly less, data plan for the pedestrian counters added in.

Historically, the BID has seen a 3% increase due to inflation of property values and that is reflected in the \$7,000 increase in the budget over 2019.

Dandar: What is the additional budget for the in the economic development line?
Batcheller: \$6,300 for economic activity dashboard, \$1,678 for data plan for the pedestrian counters.

Dandar: What kinds of hits is the economic development database getting from the public?

Batcheller: Anyone looking for statistics are directed to the database.

Batcheller: The administration of the BID makes up 24 percent of Joes time and Sarah has a lot of time communicating with Clean and green team.

Wetsch: Explain the increase in public improvements and decrease in marketing.

Batcheller: Target marketing that has a global benefits, DTSF is looking to scale back marketing budget as a whole. In the past there were more activities happening through marketing.

Batcheller presented BIDs in peer cities Rapid City and Fargo.

Dandar: How much is set aside for winter event grant and moonlight movies?

Batcheller: Winter event grant is \$5,000 and has to have a global benefit to downtown. Moonlight movies is \$12,200 budgeted

Hurlbert joined the meeting.

Hurlbert should come up with work plan and vision for the BID. Explain what the BID has already done and compare to property values. Come up with big goals.

Motion by Wetsch, second by Haber, to approve the 2020 BID Budget. Motion passed: 5 yeses, 0 noes.

5. Other Business / Open Discussion

6. Adjourn

Motion by Wetsch, second by Haber, to adjourn. Motion passed: 5 yeses, 0 noes.
The meeting was adjourned at approximately 5:23 p.m.