

MINUTES

Tuesday, September 19, 2017

Informational City Council Meeting 4 PM

Carnegie Town Hall

Sioux Falls City Council

235 West 10th Street

Members Present: Christine M. Erickson, Michelle Erpenbach, Rick Kiley, Greg Neitzert, Rex Roling, Marshall Selberg, Pat Starr, Theresa Stehly

Members Absent: Mike T. Huether

1. Call To Order

Council Chair Rick Kiley called the meeting to order at 4 p.m.

2. City Council Open Discussion

There was none.

3. Presentations

A. August Monthly Financial Report by Tracy Turbak, Finance Director

Tracy Turbak, Finance Director, gave a PowerPoint presentation on the August Monthly Financial Report. He discussed: the Sioux Falls MSA Unemployment; Building Permits, YTD Building Valuations; Sales Tax Collections w/out Audits, Cumulative 12-month Rolling Growth Rate; Entertainment Tax Collections w/out Audits, Cumulative 12-Month Rolling Growth Rate; Revenue & Expense YTD; Municipal Tax Due by City; and Questions.

Discussion followed regarding: projected future growth for 2018 and beyond; appreciation of the new statewide comparison slide; appreciation of Turbak's monthly financial updates; a check to see if any upcoming projects are going to be delayed due to the budget; updating departmental budgets on a monthly basis; prioritization of City funds and projects; and the pressures of population growth on the City's budget.

B. Approving the 2017-2018 CVB BID Budget by Teri Schmidt, Executive Director of the Sioux Falls Convention & Visitors Bureau

Teri Schmidt, Executive Director, led the budget presentation. She provided a brief history of how they are funded, what their purpose is and how they conduct business. Schmidt spoke about the BID Budget and the approval procedure. She reviewed a summary of the proposed \$1.93 million budget and expenses.

Krista Orsack, Director of Marketing, spoke about the Sales Development - Advertising portion of the budget, which covers Digital Strategy, Sports Publication and Trade Publications.

Schmidt covered the Sales Development - Bidding portion of the budget. The items discussed were: Bid Meetings/Leads; Pre-promo Requirements; Lead Source Lists; Meeting Planner Incentive Program; Planner Promo Gift/Mailer; Sales gifts; Site Visits/FAM's; Connect FAM; Target Market Luncheons; Bidding Investments; ASA; ASA SD State Co-Softball; Catholic Daughters National Conv.; Dakota Angler Ice Institute; Pheasant Fest; Sioux Empire Wacipi; SDHSACA/NHS ACA

Nat'l Conv; and the South Dakota Sculpture Trail. Schmidt also spoke about Sales Development - Travel, which includes Bid Trips, Sales Blitzes, Trade/Travel Shows, and Miscellaneous things.

Orsack also spoke about Tourism Promotions & Advertising, which includes Travel Publications.

Schmidt concluded by speaking about working on a strategic plan, seeing a decline in the BID tax, competing with cities such as Milwaukee and St. Paul, and not knowing what the economic impact of the Garth Brooks concert will be.

Discussion followed regarding: expressing appreciation for the CVB making the most of their budget; receiving feedback on their services; estimated cost vs. cost projections; strategic planning; marketing analysis; economic development; a potential facility upgrade; and attracting new business.

C. Building Inspection & Plans Examiners: Let's Get Acquainted by Gary Dean, Chief Building Inspector

Butch Warrington, Chief Building Services Official, led the PowerPoint presentation. He explained what the group does, when permits are required, the inspection process, experience of the staff, and reeducation.

Discussion followed regarding: code books; staying current and certifications; the inspection process; policy changes; the important role that the group has in the community; and appreciation of their service.

4. Adjournment

Council Chair Rick Kiley adjourned the meeting at 5:01 p.m.

Denise D. Tucker, MMC

Assistant City Clerk