

BID Board Meeting

Monday, March 25, 2024

Meeting called to order at 11:30 AM

Present: Mike Logan, Laura Schoen Carbonneau, Lynda Pierce, Kate Treiber and Melisa Yager.

Staff: Mike Struck

AGENDA

1. Call to order
2. Approval of Agenda. Motion by Treiber, second by Schoen Carbonneau, motion carries.
3. Approval of Minutes. Motion by Logan second by Pierce, motion carries.
4. Other Items & Reports

Election of 2024 Officers

Chair – Lynda Pierce

Vice Chair – Kate Treiber

Secretary – Laura Schoen Carbonneau

Motion by Schoen Carbonneau, second by Logan to approve the above slate of officers. Motion carries.

2023 Annual Reports

Struck reviewed the BID 2023 report. Hotels submit tax reports by the 20th of each month. 2022 occupancy was 51%, down from 2022 (which was 52%). 2023 BID collections were \$245,784. Normal stays comprised 92% of the occupancies while extended stays made up 7%. Days of the week occupancy was consistent with past years trends with Friday and Saturday generating the highest demand, however, there is a slight shift with mid-week stays with Tuesday generating more demand than Thursday.

2023 BID financials were reviewed. \$245,784 revenues collected; \$243,075 paid to Visit Brookings; \$5,175.13 administration fee paid to the City (capped by a certain percentage).

Action to approve a 2025 Plan of Improvements for Business Improvement District #1

Discussion of hotel needs in the community.

Pierce asked when a hotel is looking to building, at what point/occupancy percentage does the hotel industry look at and justify the need for additional hotel rooms.

Schoen Carbonneau indicated the need is based upon overall occupancy. Weekend occupancies are good, but weekday stays are questionable on whether to move forward with a new hotel project.

Discussion ensued on boutique hotel concept and status of the Armory redevelopment project and number of hotel rooms associated with the project.

The Economic Development Master Plan is in the initial implementation and a comparison analysis of peer communities will occur. A Destination Master Plan, looking at 5, 10, 15 years out.

Yager – Agrees feasibility study would not be accurate or necessary at this time. Greater occupancy in weekdays is needed to support additional hotel investment in the community.

Logan – Feels the event grant program is in place to help the visitor industry and continual support and funding of the program is positive for the visitor industry.

Motion by Logan, Second by Treiber to fund Visit Brookings at \$256,000 per 2024 Business Improvement District Board recommendation Motion carries.

Motion by Logan second by Pierce to adjourn at 12:25 PM. Motion carries.