

BID Board Meeting

Wednesday, May 28, 2025

Meeting called to order at 12:02 PM

Present: Ashley Biggar, Laura Schoen Carbonneau, Lynda Pierce, and Melisa Yager.

Staff: Mike Struck

AGENDA

1. Call to order

2. Approval of Agenda. Motion by Pierce, second by Biggar, motion carries.

3. Approval of Minutes. Motion by Yager, second by Pierce, motion carries.

4. Annual Report.

2024 Annual Reports

Struck reviewed the BID 2024 report. Hotels submit tax reports by the 20th of each month. 2024 occupancy was 51%, same as 2023. 2024 BID collections were \$261,382.60. Revenues collected were abnormal as there was a few penalties applied for late payments, thus the reason for the dollar amount not matching the number of stays. Normal stays comprised 91% of the occupancies while extended stays made up 8%. 2024 BID financials were reviewed. \$261,382.60 revenues collected; \$280,950 paid to Visit Brookings; \$5,455.45 administration fee paid to the City (capped by a certain percentage).

5. Election of Officers

Election of 2025 Officers

Chair – Lynda Pierce

Vice Chair – Kate Treiber

Secretary – Laura Schoen Carbonneau

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

6. New Business

Action to approve a 2026 Plan of Improvements for Business Improvement District #1

Discussion on visitor industry. Hotel stays are down during the first quarter of 2025. Overall, tourism travel is trending downward 1-2%. State forecasting models trending downward. Loss of various events (i.e. NAIA track & field meet) as well as educational travel budgets being reduced, and events in general declining have impacted the local hotel industry. Tourism is still occurring, visitors are more cautious on spending and number of trips they are taking.

Discussion ensued on an appropriate dollar amount to recommend for funding Visit Brookings understanding the tourism industry is trending downward with the economy and the unknowns that lie ahead for the industry. Board felt it was important to communicate the message to the City Council that we are a partner and understand the hotel industry and tourism in general is down a little, but we need to continue to fund the visitor industry and be able to capitalize on opportunities that become available to the community.

Motion by Pierce, Second by Biggar to fund Visit Brookings at \$256,000 for 2026, which is same recommended funding the board recommended in 2025. Motion carries.

Motion by Shoen Carbonneau, second by Biggar to adjourn at 12:55 PM. Motion carries.