

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, May 31, 2017
AmericInn Meeting Room
7:45 a.m.

Call to Order: President Butch Johnston

Council Members Present:

- Mike Weisgram
- Butch Johnston
- Randy Seiler
- Shane Clarambeau

Council Members Absent:

- Casey Cowan
- Aaron Brewer
- Cindy Bahe

Others Present:

- Chris Maxwell
- Gloria Hanson
- Roxanne Heezen
- Rick Hahn
- Justin Boyer
- Sunny Hannum

Approval of Minutes of April 26, 2017 Board Meeting:

A motion was made by Randy and seconded by Mike to approve the minutes. Motion carried by voice vote.

Approval of April 30 Financials:

Chris noted that the bank account has begun to be built back up with larger checks from the City due to seasonal increase in BBB tax receipts. Checking shows \$12,698.52. "Grants Payable" reflects \$12,250 in possible grant payments pending applicants' reports and invoices.

Mike made a motion to approve the April Financials and Randy seconded the motion. Motion carried by voice vote.

Approval of Agenda:

A motion was made by Randy and seconded by Shane to approve the agenda. Motion carried by voice vote.

Reports:

- **City of Fort Pierre Update** – Mayor Gloria Hanson
Gloria said the book had gone to the publishers with a projected date of July 1st as the publication date. It is still being sold at a discounted rate of \$34 until it is published and then it will go to the full rate of \$40. Lance Nixon wrote the text and Betsey DeLoache located the photos. The stories of more than 50 residents help to show why Fort Pierre is unique.

Street projects have been approved and are underway.

New Business:

1. Invoices

- a. Monthly Secretarial (\$200)/Bookkeeping (\$200)/Executive Director (\$4,000)

- b. Grant Reimbursement – Horse Races (\$235.02)
- c. Grant Reimbursement – Oahe Home Builders Association (\$750)

Chris explained that there were two grants for the horse races, one application was from the horse race personnel and the other from Samantha Witte. Witte's application was from a smaller amount to add events to the horse races. The Verendrye Benevolent Association has yet to submit their report and invoice.

Gloria said there had been an article about horse racing that had mentioned that the State Horse Racing Association is planning on having only one location for horse racing next year.

Oahe Home Builders had also submitted their report and invoice. Chris said if they apply next year, the Tourism board should look at how they plan to bring people to town for their event.

A motion was made by Randy and seconded by Shane to approve the invoices. Motion carried by voice vote.

2. SD Tourism – Fort Pierre Familiarization Tour

Chris said that the Tourism Department would like to bring their people in for a tour of Fort Pierre and it would be a good chance to get their feedback. They would like to come some time in the next couple of months and Butch and Karen Kern have been asked to prepare the tour.

Butch said this might be a good opportunity to do some homework to receive Tourism's marketing award for which Fort Pierre is being considered.

Randy said that the Verendrye Museum Board would like to be involved. Mike thought a history tour ought to be arranged.

Gloria said that local historic preservation groups will be meeting in Pierre and have invited her to speak about the Bicentennial.

Old Business:

1. General Activities Updates:

a. Parkview Sign

Chris said the Turner buffalo photo shoot is being planned soon and all the sponsors are in except one. The most recent one is Fort Pierre Livestock. There has been a slight delay due to the DOT requiring compliance with the rules for the Native American Scenic Byway as related to advertising.

b. SD Magazine Article

The article was well written and brought a lot of visibility to Fort Pierre. A large ad was run in January and subsequent smaller ads each issue leading up to the Bicentennial Celebration.

c. Farmers' Market

Street vendors are being contacted for the farmers market to run for ten weeks from July 11 through September 12th. Different groups are planning fundraisers like the Legion and the Bicentennial Committee will maintain a presence with promotional items for sale.

d. Bad River Road Show

PBR is planning on doing a Rock Garden Tour of Bad River Road in late summer. They would like to have a final show outdoors behind the Silver Spur. Chris has a one page description of the planned road show that he will share with the board.

Butch thought this might be a good time to hold the SD Tourism FAM tour.

e. Bicentennial Promotional Items

Chris had sent around the final designs for the t-shirt, cap, flag and gun for everyone to critique. They will be added to the web site Bicentennial store and a flier created to be emailed to the FPDC and alumni email lists.

Mike and Becci will be taking the buffalo silhouettes to the sponsor businesses. Chris has asked Bottom Line Welding to price a metal buffalo design that might be more permanent.

f. Patrick Callahan Video

Pat is working on a video with a Bicentennial focus with some final pieces from Marty Hallock.

g. Fix Up, Paint Up & Western Façade

Businesses are being asked to put on their best appearance for visitors and new businesses are being asked to use a “western” look in their façade.

2. Facebook, Web Site & Events Calendar Update

Sunny has begun adding the Bicentennial Celebration times and locations to the web calendar and will soon update the Bicentennial page itself.

The new events calendar is scheduled to be printed soon and is in its final revision. Businesses will get the large 16 x 20 posters and 1,000 additional 8 ½ x 11 have been requested for visitor handouts at the visitor center and museums.

3. Wayfinding Signage Update

Delays have occurred with DOT changes and adjustments but plans are to begin putting up the signs this summer.

4. Strategic Plan – 2017/1018 Follow Up

A Future Fort Pierre Meeting is planned for July 19th with a facilitator. The meeting will be held at AmericInn or Drifters with the intention of setting 5 and 10 year goals for Fort Pierre.

Other Discussion Items:

Two vertical banners have been completed for the grandstand. Mike requested that someone speak to the announcer for the Casey Tibbs Matched Ride to see if he would wish Fort Pierre “A Happy Birthday.” Sunny asked Gloria to speak to Cindy and/or Dayle Angyal to see if they would have that done.

Banners and flags are being planned for Hwy 83 and downtown Fort Pierre.

Roxanne reported the BBB tax revenues were up 12% and the sales tax revenues still down.

Rick reported that the river boat had their first event planned at Lilly Park this weekend.

A motion was made by Mike and seconded by Shane to adjourn the meeting. Motion carried by voice vote.