

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, October 25, 2017
AmericInn Meeting Room
7:45 a.m.

Call to Order: President Butch Johnston

Council Members Present:

- Mike Weisgram
- Butch Johnston
- Casey Cowan
- Cindy Bahe
- Justin Boyer
- Randy Seiler

Council Members Absent:

- Shane Clarambeau

Others Present:

- Mayor Gloria Hanson
- Roxanne Heezen
- Rick Hahn
- Jennifer Anderson
- Sunny Hannum

Approval of Minutes of September 27, 2017 Board Meeting

No motion made.

Approval of September 30, 2017 Financials

Butch pointed out the handwritten amount of \$7,634.20 that had been received from the City in September which brought total assets to \$24,865.30. The \$1,000.00 "Grants Payable" under "Long Term Liabilities" has been paid in October.

Butch asked Jennifer if the \$33,704.00 line item for "Professional Fees" on the "Profit & Loss Budget vs. Actual" could be moved to the line item for "Future Fort Pierre Director." He also asked if the "Bicentennial" line item under "Subsidy Expense" of \$3,648.37 could be accounted for to determine what remained of FPTPC's \$6,500.00 commitment to the Bicentennial.

On the list of grants applied for and "Awards Paid Out This Year (As of 8/31/2017), \$5,135.02 in grants have been paid out and "Awards Not Paid Out," \$6,364.98 remain unpaid to date. The events that were awarded and not paid either didn't complete a report or never happened. The grant awards paid out to date for the total of **\$5,135.02** are:

- Horse Races #1 - \$800.00
- Horse Races #2 - 235.02
- Verendrye Museum (brochures) - 1,050.00
- 4-H Finals Rodeo - \$1,250.00
- Fairgrounds - 4th of July Rodeo - \$1,050.00
- Oahe Home Builders - \$750.00

The New Year's Eve Bull Bash on the current grant list was applied for by Aaron Brewer in February 2017 for this year's Bull Bash scheduled for December 31, 2017. Aaron Brewer did not request or receive a grant for the 2016 Bull Bash.

Randy asked if the organizations/events that have received grant monies could be posted on the Tourism web page along with the amounts received and if Mike could also report to the City Council of grant money paid out. Sunny will post to the web page.

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

Approval of Agenda:

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

Special Reports:

- **Chris Maxwell Final Report:**
Report was given at the previous meeting and not available today.
- **Marketing Grant Report:**
Marketing Grants were covered under "Financials."
- **City Sales Tax Report:**
Roxanne reported that Sales Tax "Year-to-Date Change was a -11.00% and that July had shown the first increase. The Sales Tax Report represents a 9.65% change from FY16. Occupancy Tax Year-to-Date Change from FY16 is 0.53%.

New Business:

1. Invoices:

- a. Maxwell Consulting - \$4000.00 final check
- b. SDMRT - \$1,455.12
- c. Accounting/secretarial fees - \$200.00/213.00

A motion was made by Casey and seconded by Randy to pay invoices a., b. and d. Motion carried by voice vote.

2. Maxwell Consulting Contract:

A discussion followed on Maxwell Consulting's proposed "Contract" with Fort Pierre Tourism and Promotion Council. The contract intentions are to provide continuity from the previous contract which ended October 1, 2017. The contract will focus on continuing the work of Future Fort Pierre planning and projects developed by Fort Pierre Tourism and Promotion Council.

Butch said that the goal for FPTPC had been to put "heads in beds," increase tourism and promote good will. He said this had definitely been done in 2017 with a reception in January for SD Tourism and a FAM tour for the same in August. Gloria added that Tourism Secretary, Jim Hagen, has appointed a staff member to attend Future Fort Pierre meetings. Another success has been having the South Dakota State Tree for the Capitol Christmas Display feature the Bicentennial. A new book has just been published featuring the forts of Fort Pierre.

Casey and Randy stated that the City ordinance creating the B.I.D. needed to be consulted regarding how to apply it to FPTPC's involvement with Future Fort Pierre. Randy asked who acted as Chris's supervisor in his previous role as tourism director. Butch said that he had initially and then as Chris became director for the Bicentennial, he had met with Gloria for directions.

Casey said that he had visited with Chris about lowering the contract amount to \$36,000 from the current \$45,000.00 requested and Chris seemed agreeable. He believes the job description is too broad and should be narrowed down in scope. Cindy was concerned about Chris's other contract obligations.

Casey asked if the occupancy tax could be raised in Fort Pierre. Roxanne thought it was set by State law.

3. Fairgrounds Involvement:

Randy would like to have the new Fairgrounds manager invited to report at FPTPC Board Meetings. Gloria said she will give him an invitation to attend.

Old Business:

1. Marketing Grant Process:

The Deadline for Marketing Grant Applications is February 1st of the calendar year and a report must be received by FPTPC within 30 days of the event's completion. Projects that have been successful and that are pursuing new marketing efforts are favored.

Butch would like to have the entire FPTPC Board involved in selecting the grant. The procedure has been for 2 or 3 board members to recommend grant awards and then to have the full board vote on the recommendation.

Other Business:

1. Casey Tibbs Turnout Statue:

Cindy said she had received \$7,000 in grants for the statue refinishing and the total cost is \$14,000. A new bronze of Casey Tibbs is underway and will be set in the sculpture garden in June. An anonymous donor has paid for a bronze of Clint Johnson which will also be done in the future.

2. Christmas Tree Lighting Event:

Sunny handed out fliers for this event and said that it had been expanded to include a fund raiser dance after the lighting. The event will take place Friday, November 24th.

3. South Dakota Tourism Marketing Award:

Butch said that he and Karen Kern had each nominated Fort Pierre to receive the "innovative" award from South Dakota Tourism this year. He would like one more nomination and Gloria volunteered to send in a nomination.

Adjourn:

Casey made a motion for the meeting to adjourn and Randy seconded the motion. Motion carried by voice vote.