

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, September 5, 2018
AmericInn Meeting Room
7:45 a.m.

Call to Order 7:47 a.m.: Casey Cowan, Vice President

Council Members Present:

- Justin Boyer
- Mike Weisgram
- Shane Clarambeau
- Randy Seiler
- Emily Steber
- Casey Cowan

Council Members Absent:

- Butch Johnson (excused)

Others Present:

- Callie Iverson
- Sunny Hannum
- Chris Maxwell
- Rick Hahn
- Mayor Hanson

Approval of Minutes of August 1, 2018 Board Meeting:

A motion was made by Mike and seconded by Justin to approve the minutes of the August 1, 2018 Board Meeting. Motion carried by voice vote.

Review of July 31, 2018 Financials:

Mike said he and Courtney had reconciled the bank statements and their estimates were that to date the regular tourism checking account had approximately a \$24,969 to date balance and the Future Fort Pierre account had a balance of approximately \$11,687.00 to date. The FFP account had sufficient funds to cover the FFP invoices to be approved at today's meeting.

Chris said that occupancy tax was slightly ahead (\$1,000) year to date and BBB tax was fairly consistent perhaps down a little. There is approximately \$8,250 left to pay out in grant requests for the year and still dollars budgeted for beautification that have not been spent. He said the budget is balanced.

Callie said a recap still needs to be made of Trader Days and asked Mike to get a total from Courtney for vendor fees.

A motion was made by Randy and seconded by Emily to accept the review of financials. The motion carried by voice vote.

Approval of Agenda:

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

New Business:

1. Invoices:

a. FPTPC:

- FPTPC Monthly: Secretarial (\$225)/Bookkeeping (\$213)/Executive Director (\$2,500)
- Grant Reimbursement: Central SD 4H Rodeo (\$1,250)
- Capital Journal: Newcomers Guide (\$410)
- Pierre Area Chamber: Visitor Guide (\$1,325) (includes \$325 discount for \$61 membership)
- JC Printing: Event Posters & Calendars (\$207.68)

b. Future Fort Pierre:

- Maxwell Strategies: Trader Days Reimbursement for Security Payment (\$250)
- Callie Iversen: Trader Days Reimbursement for Lanyards (\$25.96)
- JC Printing: Bassmasters Printing (\$318.44)
- JC Printing: Trader Days Printing (\$450.50)
- Fast Signs: Trader Days Signage (\$167.93)
- Capital Journal: Trader Days BBQ Competition Advertising (\$167.85)
- Verendrye: Trader Days BBQ Competition Signage/Adg (\$350.83)(Bannersonthecheap & BBB Publishing)
- Dakota Septic/Dakota Johns: Trader Days Porta Potties (\$570.00)
- DesignWorks: 605 Magazine Ad Design (\$79.88)
- Fischer Rounds: Event Rider (\$20)

A motion was made by Randy and seconded by Mike to pay the invoices listed in a. and b. out of the two respective accounts for which they are listed. Motion carried by voice vote.

2. 2019 Budget Review:

Chris explained the 2019 budget handout which shows the projected revenue from occupancy tax at \$88,500.00 and the expected City Grant of \$10,000.00 which has received preliminary approval from City Council. This is a \$6,000 decrease from 2017. There are still revenues to be added from the carnival proceeds, helicopter rides, etc. Total expected revenues are 98,500.00.

He reviewed the regular set asides for the Director of \$14,700.00, secretarial and accounting at \$6,420.00 and City Administration Fee of \$1,932.00 (2%). Projects budgeted for included advertising for the two Vacation Guides and local advertising totaling \$8,800; Events and Group incentive grants for \$15,000.00; Co-Op Trade Shows for \$10,500 ; Director \$16,300.00; Future Fort Pierre Funds at \$20,000 and Trade Show Display/Supplies at \$4,848.00. These figures balance the budget at \$98,500.00.

Chris talked about details for items 8 & 9 on the budget, Future Fort Pierre, earmarking the \$20,000 projected for those projects specifically Matching Dollars \$4,000.00; Farmers Markets \$2,000.00; Fort Pierre Trader Days \$2,000.00, Beautification \$7,000.00 and Expo Center Commitment \$5,000.00. He said 2018 is the last year for the Expo Commitment.

He said \$2,950 had been budgeted by FPTPC in 2018 to assist in hiring the architectural/engineering firm, ISG, which had just done a hosting in Fort Pierre last week and were working on completion of visuals and plans for a 20 year vision for Fort Pierre.

A motion was made by Mike and seconded by Justin to approve the 2019 Budget as read. The motion carried by voice vote.

Old Business:

1. Events Calendar, Social Media and Web Site:

Chris said that events calendars and fliers had been widely circulated in public and on Facebook. Sunny said that the addition of the “Events” button to the center of the web page and having it link to the BIG event fliers had definitely been successful and had had about 300 hits for Trader Days.

Sunny said the week leading into 4th of July which had included the Bassmasters event had brought high use of the web site. Page views to the Fort Pierre Web Site during that time had numbered 9,366 with heaviest visitation to the events page, calendar, 4th of July rodeo, parade, fireworks and Stanley County Fairgrounds.

2. Future Fort Pierre:

- **Farmer’s Market Wrap Up:** Chris said they were looking on ways to improve for next year like changing the day of the week and/or location to provide more participation. The fundraiser meals had been successful and were held at all the nights except the last one. Live music was always scheduled but did not always show. The heat was a factor.

Shane asked if an open container permit could be obtained and the answer was that currently only the American Legion currently has one but anyone could apply for a permit. Randy said maybe there needed to be two focuses: one for the family fun night and another for downtown social activity.

- **Trader Days Festival Wrap Up:**

Carnival location and timing was an issue and perhaps it could have been located behind the Silver Spur because they had their concert in the parking lot. That would have connected it to Lilly Park and the trade show. The BBQ sold out and the Riverboat did well.

Chris is looking at partnering with Lilly Fest to provide music next year. He is also looking at ways to get more participation from the crowd here for the 4H Finals and getting school kids participation by providing coupons to the schools. Casey suggested holding the youth dance at the CYI instead of under the grandstand. Shane said the quick draw contest had raised over \$1,000 for the Special Olympics.

- **Signage & Beautification Project:**

There are still dollars allocated for this Future Fort Pierre project. Historic downtown and the livery stable concept are focuses. A local artist mural project has been discussed. Chris would like to finish the Family Dollar murals this year and work on the livery stable plan. Casey asked Randy, Mike and Chris to be on a committee to work on the legalities for the livery stable.

- **Marketing Partnership Project:**

This encompasses the advertising in 605 Magazine which reaches the east side of the state. Chris would like to do more along the line of print advertising with other publications like South Dakota Magazine.

- **Future Fort Pierre Plan with Community Engagement & Visuals:**

ISG architectural and engineering firm came to Fort Pierre for two days of discussion and a walking tour of the three key areas to be addressed in planning. They were the new bridge plaza, the downtown including Lilly Park and the riverfront and Corp land between Teton Island and downtown.

A buffalo state park and national historic landmark are in discussion with the government entities who would need to approve of the plans. The new bridge plaza and expanded greenway with a visitor center are important time sensitive areas.

3. Fort Pierre Motel – BID Participation

A discussion on ordinances and how to require all motels and campgrounds to become members of B.I.D. resulted in a request to revise the current ordinance. It was thought the best approach was to remove exceptions based on room number. The current ordinance allows a motel to opt out if they have less than 30 rooms.

A motion was made by Randy and seconded by Justin to recommend to the City that they proceed with revision of the ordinance to include all hotels/motels and campground. Motion carried by voice vote.

4. City of Fort Pierre:

Mayor Hanson said that Stirling Family Ranch Rodeo offered to put a Fort Pierre Tourism ad in their program. Rick pointed out that a lot of improvements had taken place in Fort Pierre and that the events, activities and visual changes were having an impact. Gloria credits the momentum to all the committee members and boards who are working to bring improvements.

Chris said that there would be an expansion of committees in 2019 to include the farmers markets, trader days and beautification.

5. Fort Pierre Development Corp:

Sunny said a letter had gone out to the people who were awarded “Fix Up” Grants reminding them of the deadline to get their work done. So far two had responded: Dave Dahl has begun work on his exterior (windows) and Stanley County Fairgrounds is planning to create a surface on the west side of the grandstand to apply a large mural with the name and visuals. The wall will be done this fall and the mural ordered before the first of the year.

The BBB program is having an effect on the appearance of Fort Pierre, both downtown and residential. Homeowners are beginning to get aboard with improving their properties.

New Lewis & Clark signs have been placed on the Fort Pierre side of the river thanks to the efforts of Pierre-Ft. Pierre Historic Preservation Commission.

Other Discussion Items:

- Emily said business had been good and they had a busy summer with their patio sessions
- Shane said his business wasn’t much impacted by tourism but it was doing well and might get more visitor business when he moves closer to the highway
- Justin said he gets feedback from guests saying they love the farmers markets. He would like to see more marketing of events and some of the old buildings along the highway removed to improve appearances.

Adjourn:

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