

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, November 7, 2018
Perkins Meeting Room
7:45 a.m.

Call to Order 7:45 a.m.: President, Butch Johnston
A quorum was not present.

Council Members Present:

- Mike Weisgram
- Casey Cowan
- Butch Johnston

Council Members Absent:

- Shane Clarambeau (unexcused)
- Emily Steber (excused)
- Justin Boyer (excused)
- Randy Seiler (excused?)

Others Present:

- Mayor Gloria Hanson
- Callie Iverson
- Sunny Hannum
- Chris Maxwell
- Rick Hahn
- Roxanne Heezen

Approval of Minutes of September 5, 2018 Board Meeting:

The minutes of the September 5th meeting were discussed but approval was moved to the December meeting.

Review of Financials:

Mike pointed out that the FPTPC account #1148 on the bank statement had an accurate closing balance of \$13,399.50. Upcoming deposits totaling \$15,617.28 will be made for August and September occupancy tax which will bring the total in the account to \$29,016.78. The Future Fort Pierre account ending balance shows \$7,188.65.

Chris said there were still remaining 2018 marketing grants to be paid out totaling \$4,750.00 and an Expo Center payment will be made out of the Future Fort Pierre account before the end of the year. Expenses coming up in 2019 are the Trade shows and tourism conference.

Casey said that in spite of not having a quorum that the monthly bills should be paid. He inquired whether the River Boat had applied for a 2018 grant. Chris responded that they had but had not yet submitted an accurate reporting of their expenses. They had supplied a report letter.

New Business:

1. Invoices:

a. FPTPC Monthly Invoices:

- Secretarial (\$225)/Bookkeeping (\$213)/Executive Director (\$2,500)
- Grant Reimbursement – Sunset Paddleboat (\$1,000)

b. Future Fort Pierre:

- DesignWorks – 605 Magazine Ad Design (\$79.88)
- FFP Community Development Visuals – ISG (\$2,500)
- Trader Days Advertising – DRG (\$625.00)

A motion was made by Casey and seconded by Mike to pay Invoices “a” and “b” with the exception of the paddleboat grant. Motion carried by voice vote to be approved at December meeting.

2. Streetmasters 30th Anniversary Dam Run Weekend – (\$600 Funding Request)

Chris said that Streetmasters wants to hold all their 30th Anniversary events in Fort Pierre. They will have an additional expense of \$600 for two days rental of the Duffy Community Center. There will be 150 cars in town, including a lot of out of town participants.

Casey asked if this could be a marketing grant request and Chris answered “yes.” Mike said they should require the participants stay in Fort Pierre motels and Chris said they could be requested to make that recommendation. Bags will be prepared for the event and hotels can have their materials added to the bags.

3. Future Fort Pierre approval of 501c3 Application Process:

Chris said that cost would be \$1,000 which includes a \$500 filing fee and Callie would be willing to fill out an application. Casey asked “what is the goal.” Chris answered to make it possible to apply for grants and for people to use donations on their tax returns.

Roxanne said it would also be possible to cut a Future Fort Pierre check directly to the 501c3 instead of channeling it through the FPDC account. This would help the FPDC bookkeeping.

Chris deferred the decision to approve the 501c3 application to the December meeting.

- 4. South Dakota Tourism Conference Booth - \$475 Booth Registration/\$235 full conference attendance fees**
The conference is mid-January 15-17. Board members thought it was important to have visibility at this event and to foster communication with the Tourism Department.
- 5. FPTPC Change of Address for Bank Statements to PO Box 461 (FPDC postal address):**
Chris deferred this to the December meeting for a motion.

Old Business:

1. Fort Pierre BID Ordinance Update:

Rick said that the City is working with legal counsel to either reword the current ordinance or complete a separate ordinance that will include language requiring all hotels/motels and campgrounds be members of B.I.D. They hope to have it finalized by the next City Council meeting. Chris thought it would be considerate to let those to be affected know by letter of the new ordinance or changes. Those outside of commercial districts, like B&Bs, would be an exception.

2. 2019 Planning:

- Tradeshows – FPTPC will be doing two: Milwaukee and Minneapolis
- Tourism Guides – ads already planned
- Marketing Grants – Letter of Intent due February 1, 2019
- Events Calendar – Meetings in the next week with Farmers Market and Traders Day Committees
- Social Media & Web Site – BPro is tweaking the web site for Google searches; Tara Berg is working on social media presentations; Web site landing pages and key words are crucial

3. 2019 Future Fort Pierre:

- Farmers Market Planning – committee is meeting to plan next year
- Trader Days Planning – same
- Signage & Beautification – murals and livery stable put on hold until spring
- Marketing Partnerships – Drifters, the hotels and Paddleboat interested in participating next year; looking at South Dakota and 605 Magazines

Gloria said that the next step for the Future Fort Pierre concepts developed by ISG was presentation to small groups. SDSU Extension has offered to assist with community meetings. Chris will be contacting ISG representative Steve Watson about segmenting costs for certain segments like the “Bridge Plaza.”

Gloria and Rick said that they will be in touch with original bridge architects to get the cost estimates they had for that area and Rick will contact the DOT to see if the 10 year loan is still a possibility for the plaza. The cost of the original ISG designs and consulting is \$5,000. Tourism will pay \$2,500 and the balance will be split between the City and FPDC (\$1,250 each).

4. Fort Pierre Annual Christmas Tree Lighting Celebration & Community Christmas Lights Competition:

Sunny said that all plans are pretty much finalized to put up the tree lights on Main and Deadwood, Fort, Depot and Courthouse on Saturday, November 17th, at 10 a.m. A Telemann lifter had not yet been offered but Dave has a lead on one. Chili and soup entries are still needed and Sunny will be sending out requests by email. The Student Council is planning to decorate Triangle Park on the 18th.

Becci Scott & Kathy Heiss are planning to decorate the 30 street lights in downtown by the 17th also. Dakota Radio Group will judge the lighting contest and prizes will be awarded for 1st place in the 2 categories. A downtown decorating meeting will be held today at 11 a.m.

Other Announcements:

- Gloria said the City is looking into changing the ordinance to provide a 5 day period for selling fireworks from December 28 through January 1. She asked if anyone wanted to fill in for her radio talk show Wednesday, November 14th, at KGFX. Sunny volunteered her and Dave to talk about the Christmas Tree Celebration.
- Roxanne said sales tax at the end of September had shown a \$2,000.00 increase year to date. Occupancy tax was ahead 3.37% and the BBB tax was down 1.3%

Next Meetings:

- Executive Committee Meeting – Wednesday, November 28th, 7:45 a.m.
- Board of Directors Meeting – Wednesday, December 5th, 7:45 a.m.