

Minutes
Fort Pierre Tourism & Promotion Council
Wednesday, December 5, 2018
City Council Conference Room
7:45 a.m.

Call to Order 7:45 a.m.: Vice President Casey Cowan

Council Members Present:

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

Council Members Absent:

- Butch Johnston (excused)

Others Present:

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

Approval of Minutes of November 7, 2018 Board Meeting:

A motion was made by Randy and seconded by Shane to approve the November 7 meeting to include payment of regular monthly invoices for October. Motion carried by voice vote.

Review of October 31, 2018 Financials:

Mike reported on the current bank balances: \$26,078.18 in the tourism account and \$10,078.78. There are no outstanding checks. Occupancy receipts for next month should come to \$8,500

Year to date occupancy tax is \$2,800 (3.7%) over what it was last year. Justin had seen a significant increase in October due to hunting season. Roxanne said that historically October is the best month. Chris said that there would be a cushion this year due to fewer trade shows. Bicentennial account moneys may be moved into the regular account.

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

Approval of Agenda:

There were no additions to the agenda.

New Business:

1. Invoices:

- **FPTPC:**
 - FPTPC-Monthly-Secretarial(\$225)/Bookkeeping (\$213)/Executive Director (\$2,500)
 - DesignWorks-Missouri River Tourism 2019 VG Ad Design (\$39.94)
 - Sunset Paddleboat Grant (\$650)

- Drifter’s Patio Series (\$1,000)
- Stirling Family Ranch Rodeo (\$500)
- **Future Fort Pierre:**
 - Expo Renovation Payment-Oahe Hockey Association (\$5,000)
 - 605 Magazine December Ad-Mighty Bowtones LLC (\$520)

A motion was made by Shane and seconded by Justin to pay all invoices under “1.” Motion carried by voice vote.

2. Streetmasters 30th Anniversary 2019 Dam Run Weekend (\$500):

Chris said Streetmasters would like to make a weekend event in Fort Pierre out of their 30th Anniversary. They will have the new expense of renting the Community Center for their Saturday night banquet. Friday evening they are planning a lineup in Lily Park catered by the Silver Spur. This will take place the same weekend in August of the Central SD 4H Rodeo.

It was suggested the group apply for a marketing grant.

3. Discussion: Application Process for 501(c)6 status for Future Fort Pierre:

The status would enable Future Fort Pierre (FFP) to apply for grants and other funding for projects like the Bridge Plaza. It would give FFP identity as an entity and also tax exempt status. The process would cost about \$1,000 (\$500 filing fee; \$500 labor).

Randy said the status would require separate record keeping and tax filing. Callie said an EZ postcard or form would be all that was necessary.

A discussion followed over whether it would be better to file for a 501(c)3 or 501(c)6. Casey said it depended on the long term goals for FFP. It was thought most chambers have a 501(c)6 status. Justin wondered if the B.I.D. board could still oversee FFP. Randy said there would need to be separate meetings of the same board. It was decided to do more research on the differences between the two statuses and find out what other B.I.D. boards were doing.

4. Special Olympics Basketball Tournament (\$1500/yr request for 2020, 2021 & 2022):

Chris said the Pierre CVB has committed \$1,000 per year and their B.I.D. has approved \$3,000 for the next 3 years. Different sports organizations across the state have put funds towards this event.

Shane said if it was done here, they would get more West River athletes. The group proposal listed that they provide 700 room nights. Justin said as far as putting heads in beds, these groups usually ask for discounts. Randy said it would show community support for individuals with disabilities.

A motion was made by Randy and seconded by Emily for FPTPC to make a three year commitment of \$1,000 a year to the event. Motion carried by voice vote.

5. SD Tourism Conference:

Chris said it was important to be visible at this annual event. Total cost is \$710 (\$475 Booth Registration; \$235 individual full conference fee).

A motion was made by Mike and seconded by Randy to have a booth at the conference. Motion carried by voice vote.

6. A Fort Pierre Marketing/Branding/Logo Identification Process:

Chris would like to have Tara Berg design a Logo and theme. She would charge \$600.00 for a design and her work.

A motion was made by Mike and seconded by Justin to have Tara Berg develop a branding and logo for Fort Pierre Tourism. Motion carried by voice vote.

Old Business:

1. Fort Pierre BID Ordinance Update:

Rick reported that final consideration will be given at City Council meeting December 17th with 20 days for the ordinance to take effect. The ordinance will require all forms of lodging, including campgrounds, within commercial zones to collect occupancy tax.

2. 2019 Events Planning (Tradeshows, Tourism Guides, Events Calendar, Social Media and Website):

FPTPC will participate in two fewer trade shows due to distance and expense. A marketing grants reminder and events planning press release will go out in December. Social media and the web site continued to be tweaked for search engine compatibility.

3. 2019 Future Fort Pierre Report:

- **Farmer's Market 2019 Planning** – Chris said they are planning to expand the group by adding members. They also plan to shorten up the season to 5 to 6 weeks starting later in July but running into the fall. They plan to continue working to coordinate with other events like they did Bassmasters.
- **Trader Days 2019 Planning** – coordination with 4H finals to bring the youth dance to the community center. Callie is working on bringing the carnival back.
- **Signage & Beautification Project** – Chris is working with Jill Kokesh and the Still Smokings on mural designs for downtown. The livery stable project is also working on funding.
- **Marketing Partnerships** – Chris is working to get lodging and restaurants involved in co-op advertising in 605 magazine and other publications. The December 605 ad had a good response.
- **Future Fort Pierre Plan Community Engagement** – Chris said the plan is to proceed after the holidays by meeting with small groups like the Council, FPDC, BID Board and proceed to public meetings to gather ideas. SDSU Extension will facilitate these meetings and immediate attention will be given to the Bridge Plaza area. The estimated cost of the Plaza is \$300-\$400,000 and surrounding area. It may be possible to secure an interest free, 10 year loan from DOT. Also, a commitment may be requested of FPDC and FPTPC.

Other:

- **New Year's Eve Bull Riding** is once again in the works. Sunny will contact Allen Weischedel for details.
- **Horse Racing Fundraiser** will take place December 8th at the Community Center – Shane Kramme has been to the Deadwood Gaming Commission meeting. Once again funds will be split between Fort Pierre and Aberdeen. South Dakota horsemen are very supportive.
- **A Downtown Business Meeting** will be held Thursday at 8 a.m. at Sutley Senior Center, breakfast provided.

FPTPC Meetings:

- **Executive Committee Meeting:** December 28, 2018 at 7:45 at Perkins
- **Full Board Meeting:** January 2, 2019 at 7:45 at City Council Conference Room

Adjourn: A motion to adjourn was made by Randy and seconded by Mike. Motion carried by voice vote.